

Sales Managers 8 Week Course

Week 1 – Overview of the Sandler Sales Management system- The first session is about where we are getting stuck now and how having a System will make the sales manager's job easier. You will have an overview of a sales process and focus on building your team

Week 2 – Hiring sales superstars- Hiring Sales people is a different Skill set than hiring any other employee. Managers will learn to make sound hiring decisions and avoid the costly error of hiring the wrong person. The training shows how to become a better interviewer by using the SEARCH model and interviewing techniques based upon basic principles to improve on the type and accuracy of information gathered. Inventories, profiles, and other measures are introduced as resources to augment the interview process.

Week 3 – Five Major Weakness- Managers will learn to identify the major weakness in your current force, what corrective action to take to coach your people out of this weakness. We will also work on how to track the progress and hold your people accountable to growth in these areas as well as decide if it is possible to overcome. You will learn how to create a road-map for your department to hit the goals you need to hit...no excuses. You will also learn how to identify these weaknesses in an interview

Week 4 - Four Roles of a leader- When is the correct time to be a Coach, Mentor, Trainer, or supervisor? The high level managers realize that in order to be effective they must play all four of these roles, in the right situation and at the right time. We will learn the difference between these four roles and when to use supervision skills to get the people where they need to be.

Week 5 - Stage Effective Meetings, Questioning Techniques -Managers will learn how to conduct meetings that help them learn how to accomplish their goals and objectives. All of the necessary skills from agenda setting, managing the discussion, and debate to obtaining agreement and included in this training.

Week 6 - Effective Communication- Attendees will learn how to understand the role that communication preferences play in their daily interactions with both internal and external customers. They will also discover how to use this knowledge to build stronger relationships.

Week 7 - Communication, debriefing- Consistent with our approach to sales, this class provides managers with basic tools for understanding their people. Drawing from the richness of Transactional Analysis, social psychology, and trait analysis, the training in this section prepares the manager to understand: Why their people persist in repeating negative behaviors, Why some people seem to resist success and How people process information and relate to others.

Week 8 – Building a Sales Culture- If you have a team of people that don't set goals, are not team players, not accountable or have a winning behavior it is because your culture allows it, if you have a team of Goal setters, Go getters, Company supporting team players it is because your culture demands it. Which culture do you want.