

Successful sales management

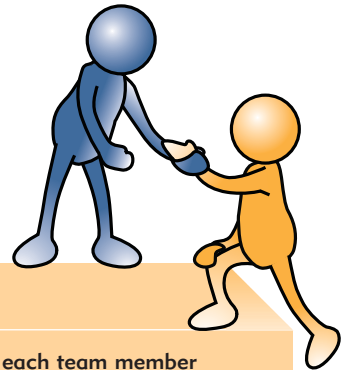
Issues

In a market downturn where cost cutting and redundancies are common place, it is even more vital for sales managers to keep their team motivated and focused to gain profitable sales in line with company objectives. Being able to manage their team to maximise their selling time whilst ensuring each sales person is performing to the best of their ability is vital.

This course will enable sales managers to succeed in directing, coaching and appraising their sales team's performance, in line with the company's objectives.

Benefits

- Create a sales team who wants to sell and believes it can sell
- Increased sales at better margins which meet company expectations
- Enhanced sales team performance
- Increased available selling time
- Knowledge of how to move the sales team forward



Programme

- Learn the different approaches which will successfully motivate each team member
- Set the right targets and key performance indicators to drive results
- Understand key coaching principles and skills which will enhance sales performance
- Reduce selling down time, off road costs and geographical limitations by virtual management
- Identify the sales team's strengths and weaknesses through objective appraisals
- Effectively communicate key messages

To help participants gain the most out of the session group discussions and activities, all are based around the construction products industry.

Cost per participant £590.00 to include refreshments, lunch, course notes and personal action plan.

For information on all our courses and services, contact KSA Sales Solutions on 01189 402981, email mail@ksa-ss.co.uk or visit our website at www.ksa-ss.co.uk

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