

A black and white photograph of a woman with short dark hair, wearing a white button-down shirt. She is looking directly at the camera with a slight smile. The image is partially obscured by a large, dark, diagonal shape that frames the text.

Essentials of Sales Management

for New Sales Managers

Essentials of Sales Management

Make the transition from a salesperson to sales manager. Get the essential skills you need to become a great manager

Highlights

- Use DiSC® theory to understand different personality styles
- Develop your own short-range organizational plan
- Explore the 6 steps to becoming a great team leader
- Learn how to coach your team to success

Key Competences

- Sales management skills
- Developing sales plans
- Recruiting & coaching skills
- Delegation skills
- Team building skills
- Motivating your team

The Right Programme for You

You are a new sales manager. You need to quickly get the essential skills and tools to manage your sales team, respond to customers needs and report to senior management on your progress and goals.

New Managers



Learn, Practice and Use

- Make a smooth transition to sales management
- Effectively plan—and target—customers and territories
- Successfully plan your logistical operations and organizational structure to support sales
- Learn about delegation and what you can and cannot delegate
- Apply the best-practices of team building and apply the 6 steps to become a team leader
- Learn how to recruit, coach and retain the best salespeople
- Understand all the challenges that new sales managers face including: team leader v team player, functional v people management, your style v team's style and more.
- Develop a plan to maximize all the team's strengths
- Understand the Internal Motivation Theory
- Share your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



3 days
€2,995

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

mce.eu/sales for dates, locations and full programme outline

Programme Modules

1

Transition to Sales Management

- Recognize some of the challenges facing managers during their transition to sales management
- Define specific issues that affect new sales managers (team leader vs. Team player, peer vs. Managing former peers, functional management vs. People management, your style vs. Employee's style, other issues vs. Other solutions)
- Get a fast start in your new managerial position

2

Communication Styles

- Use the DISC theory to determine various styles
- Analyze your strengths and weaknesses
- Analyze each salesperson's strengths and weaknesses
- Understand the internal motivation theory—the key to motivation

3

Objectives and Planning

- Identify the three types of plans
- Develop a short-range organizational plan
- Understand the seven characteristics of a good plan
- Develop a territorial plan

4

Recruiting and Interviewing

- Plan for the best match for the open position
- Recruit qualified salespeople
- Interview to determine if the candidate fits the plan
- Interview to determine functional capabilities
- Make a complete offer

5

Training for Sales Managers

- Understand ways to improve your influence on others
- Recognize the principles behind reinforcement
- Utilize reinforcement to train and motivate others

6

Delegation and Time Management

- Understand why delegating benefits managers and employees
- Identify potential insufficient-delegation signals
- Determine tasks that can and those that cannot be delegated

7

Coaching and Counseling

- Take a positive approach to problem solving
- Develop a win-win appraisal or goal-setting system
- Manage your salespeople from a distance

8

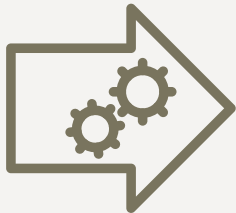
Team Building

- Define the characteristics of a team
- Apply the principles of team building
- Run team-based projects
- Recognize the principles of leadership
- Understand the six steps to becoming a team leader



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

For more information please contact:



+32 2 543 21 20

@ info@mce.eu

Visit mce.eu

