

Managing Sales Force



The results of the manager depend on the team's results. What should a manager do to increase the performance of the sales team s/he commands?

The answer comes from an intensive training which connects the sales system, controlled processes and the individual subordinates' skills.

Key messages

- The results of a manager are the results of his/her team.
- Plan a far-reaching time horizon!
- Identify the moments when you can make the best out of the activities you carry out.
- Use rigorous tools to establish performance indicators and monitor them.
- Reports are useless unless they contribute to monitoring and control.
- Understanding the information is the starting point in achieving results.
- The subordinates' success is influenced by your ability to organize the sales team.
- The quality of a decision depends on how you approach the decision-making process.

Training topics

- Pipeline Management and sales process;
- Performance indicators in sales;
- Reporting & Control;
- Organization of the sales team;
- Recruitment of the members of a sales team;
- Decision-making.

Date: TBD

Location: Ramada Nord Hotel (44A Daniel Danielopolu St., district 1, Bucharest)

Fee/person: 750 EUR/trainee

Expected results

Following the participation in this training, the participants will learn to:

- Analyze the previous sales processes and make forecasts about the future activity based on them;
- Plan the sales activity on the short, medium and long term, taking into account the market fluctuations;
- Set objectives and build a coherent sales plan;
- Set performance indicators for the sales people;
- Use the applications for customer relationship management (CRM) so as to monitor the performance and assessment indicators;
- Establish an efficient reporting system to support the control process;
- Use the information to improve the team's results;
- Manage the time and skills of the team;
- Generate action alternatives and choose the most appropriate one;
- Prepare and conduct a recruitment interview.

Methods used

- Experiential learning;
- Presentation;
- Simulations, analysis and feedback;
- Pull Method;

Managing Sales Teams is one of the trainings included in the Sales Management Certificate.

This certification area refers to management, leadership and coaching skills, required for a sales manager. In order to obtain the certificate, one needs to go through three training programs, followed by a test and one hour of consultancy free-of-charge.

In addition to Managing Sales Teams, this level also includes the following programs:

Leading Sales Professionals (NEW!)

Coordinating people who mostly operate independently, motivating them, strengthening the team and achieving a certain level of quality and results, are challenges which put the leadership skills of sales managers to the test. The training proposes an approach enabling the participants to obtain results from their people by relationships and communication, established both at the individual level and at team level.

Modeling Sales Behaviors (NEW!)

Being responsible for the performances of their teams, the sales managers often play the role to support their professional training. The training aims at giving an answer to two questions: "How can I know what behaviors of an employee must be changed to improve his/her performances?" and "How do I make this change happen?"

Starting 2009, Managing Sales Teams was introduced as a premiere in the open program category in the Academy's curriculum.

For additional details, please contact us at: office@salesacademy.ro

About the Sales Academy

Under the slogan "Professional Selling", Sales Academy proposes 10 sales trainings, grouped into three different levels of certification:

1. Sales Professional Certificate
2. Strategic Sales Certificate
3. Sales Management Certificate

This new structure has been developed based on the insights obtained from the dialogue with over 5000 sellers during nine years in which our team has delivered and developed specific training programs.

Eight of the proposed trainings are a premiere in the open program category in the Academy's curriculum. Two of the offered program are certified by Huthwaite International.

Register for the Sales Academy

In order to register for the Managing Sales Teams or any of the trainings included in the Academy's curriculum, please send the filled-out registration form to one of the following e-mail addresses: office@salesacademy.ro or eugenia.dobrescu@trendconsult.ro or by fax at: 021 212 21 15. After we receive the form, one of our consultants will contact you in order to confirm the reservation.

In order to make sure your place is reserved, please send the registration form at the latest one week before the training.

Companies registering more than one person benefit from a 10% discount of the participation fee, starting with the second participant.