

In-house Training Outline**(To be further tailor-made according to the client's request)****Transforming from Sales Stars to Sales Leaders (2 days)****Why you should attend**

The transition into a sales leader from a sales star can be extremely challenging. The daily responsibilities change, the expectations increase, and the working relationships shift. The skills needed to be a competent sales leader are quite different from those required just for sales. Sales leaders need to understand the business and communicate effectively with their peers & customers, business partners and management. They must balance their sales skills and knowledge with the skills needed to manage teams, lead initiatives and make recommendations. This program is designed for front line sales managers, regional sales managers, heads of sales and Sales Directors. It addresses the critical role of the sales manager and recognizes that the transition from sales stars to sales leaders impacts sales revenue and company bottom line more directly than any other single factor in the organization. Great sales managers can turn an average group of sales into a high performing sales team – however, poor sales managers can destroy the performance of a great team of sales people.

Day I**1. Principles of Successful Sales Leadership**

- The Real Role of the Sales Leader
- Mistakes most Sales Managers make
- Qualities and Behaviors of Great Sales Leaders
- The High Pay-off Sales Leader activity

2. Sales Leader as Expert Negotiator

- The Science of Influence and Persuasion
- Understanding your Sales Negotiation Style
- Practical Sales Negotiation for Sales Leaders
- Influencing internal and external stakeholders

3. Sales Leader as Coach

- Why Coaching is Key to Effective Sales Management
- How to Develop a Sales Coaching Plan
- Implementation and Measurement of Sales Coaching Plan
- Coaching Success: Evaluation and Review

4. Tailoring a sales approach to suit your market

- Competitive Strategy models to understand your clients issues
- Transaction, Consultative and Enterprise selling approaches
- Matching your selling mode to your industry and market place
- Aligning your selling strategies to the customers buying process

Day II

1. Attracting, training and retaining sales performers

- Why Sales Staff Retention and Engagement is Key
- How to hire the best sales people for your sales force
- How to better retain High Performing Sales Stars
- 5 key ways to significantly improve your investment in sales training

2. Sales Leaders as Team Leader

- Establishing and Building the Sales Team
- Managing each Stage of Sales Team Development
- Balancing Team roles and preferences in the Sales Team
- Aligning Sales Team and Individual Member Goals

3. Sales Leader as Motivator

- Principles of Motivation for Sales Leaders
- Removing de-motivators as a key step toward motivation
- Motivating Sales Staff when you have limited money
- Maintaining your own personal Motivation

4. Performance Management to drive a culture of sales excellence

- Why a “High Performance Sales Culture” is so vital
- Driving assertive (but not aggressive) Sales Behaviors
- How to Counsel Poor Performing Sales Staff
- When and how to remove Under-performing Sales Staff