

**SALES MANAGERS TRAINING PROGRAMME – Outline and outcomes**  
Developed and presented by RAY PATTERSON.

**The make-up and attitude of any sales team is a direct reflection on the Sales Manager.**

**Introduction.** The foundation for success in Sales Management. (Attitude)

**The 3 key elements of Sales Management.**

**1. Managing.** Looking after the numbers. (Calls, appointments, sales)

- Establishing monthly, weekly and daily reports for salespeople.
- Tracking the numbers daily and acting proactively, not reactively.
- Establishing ratios. I.E. Calls to appointments, appointments to sales, etc.
- Creating a monthly work plan.
- Establishing and maintaining a sales pipeline. (Yours and theirs. 6 key points)

**2. Leading.** Setting and maintaining a high standard.

- Providing inspiration. Getting out of the office and into the market place.
- How to lead by example. (Spending a “Day in the life of” a salesperson)
- How to plan and run effective sales meetings.
- How to encourage a positive attitude within the team.
- How to encouraging self-development.
- How to show recognition.
- Getting salespeople to set and achieve personal goals in sales.
- How to build team spirit and create fun.
- Dealing with the negaholics.
- Understanding motivation.

### 3. Coaching.

- Developing salespeople.
  - Focus on changing individual behaviour.
  - Spending “One on one” time with salespeople.
  - Conducting successful performance evaluations.
  - Effective sales coaching. (6 steps)
  - Using the (3:2:1) evaluation method.
  - Encourage peer to peer learning.
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#### Key learning outcomes:

Sales Managers will learn the basic skills required to successfully manage, lead and coach their sales team.

They will leave the training with self-confidence and a better understanding of what it takes to be an effective Sales Manager.

They will also understand the importance of getting the best out of each individual salesperson in their team in order to achieve the company's sales targets.

#### RAY PATTERSON.

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**(R) RESPONSIBLE**

**(A) ACCOUNTABLE**

**(P) PROUD**

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