



## Patient Focus Africa (Pty) Ltd Empowering Health

Block B, Library Office Park 14 Payne Road Bryanston 2191  
PO Box 4868 Rivonia 2128  
JNB Head Office Tel: 011 021 5760 Fax: 011 706 4641  
CT Office: 021 5260433 KZN Office: 031 003 3193  
Practice no: 0900130119857

---

06 July 2018

Dear Ray,

### Sales Managers Bootcamp.

Your Management Training has made a real difference in the way our new Area Managers work and interact with their respective sales representatives.

Planning and communication is a very important aspect when dealing with people and that becomes even more crucial when you have to manage salespeople and their activities as well as keeping them motivated to sell.

The Area Managers also actively sell in the field and have their own customer base to cover. They have targets to reach and are responsible for a large area and the sales activities in those areas. They are able to plan and focus on specific goals and implement it practically.

With the Area Managers working and assisting the sales representatives on a daily/weekly basis and having a common goal for their customers, they were able to increase sales and be more productive in the field.

Kind Regards

**Dirk van der Westhuizen**  
National Sales Manager

011 021 5760 x 212  
082 717 0431  
[dirk@patientfocus.co.za](mailto:dirk@patientfocus.co.za)  
[www.patientfocus.co.za](http://www.patientfocus.co.za)

**Please find some of their comments on the Sales Managers Bootcamp below.**

2.

**Marguerite:**

What I appreciated most was that some of Ray's teachings we're implementable.

Like you know, I immediately started using the Sales Pipeline and asked JP to do the same. I have printed out some of our pictures of successes/events JP and myself attended and put it up at the office. We are a team. We have an open communication line and there is ample opportunity to share ideas, but also for making suggestions, from my side, to coach and support.

The programme was practical and to the point and most importantly, highly "Implementable".

I know exactly what is going on in our territory and keep up to date with JP's progress and achievements.

**Dawie:**

The things I learned from Ray as a manager was to trust your rep but to always know what they are doing and to motivate them every step of the way! Reward them for hard work, not by giving them money necessarily, but by complimenting them or taking them out for a dinner or do something they enjoy!

Do not micromanage but be on top of everything. Work as a team and help them and teach them. Show them the way you want things to happen and be an example for them to follow.

It was a great Managers course!

**Ann:**

I learnt a lot from Ray's Sales and managers boot camp. I have struggled in the past to overcome objections, but his training helped me in that regard.

The key point for me is the relationship between manager and employee. It is my responsibility to inspire, grow and nurture individuals to be great!

Even though this was a sales orientated workshop- I've learnt to use what I learnt in my everyday life, how I interact with people and colleagues. I enjoyed the camp. It was most useful and informative.

**Maree:**

The key points I picked up were establishing ratios, using the 3:2:1 principle for effective sales coaching and to set immediate goals to ensure long term success.

The training was relaxed and inter active and was professional at all times. It was most informative.

---