

**SALES MANAGERS 1 DAY “BOOTCAMP” – Outline and outcomes**  
Developed and presented by RAY PATTERSON.

**Introduction.**

- The foundation for success in Sales Management. (Attitude)

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

**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 and a sales pipeline.

**2. Leading.** Setting and maintaining high standards.

- Providing inspiration. (Lead by example)  
Getting out of the office and into the market place.
- How to plan and run effective sales meetings.
- How to encourage 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.
- How to encourage a positive attitude within the team.
- 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. Using the (3:2:1) evaluation method.
- Encourage peer to peer learning.

#### Key learning outcomes:

The programme will equip Sales Managers with simple and easy to implement skills and ideas to get the best out of their teams.

Sales Managers will learn the basic skills required to successfully **Manage**, **Lead** and **Coach** their sales teams.

- Focus on the salespeople’s activities. **(Managing)**
- Motivate their salespeople and help them to execute. **(Leading)**
- Develop the team through developing individuals. **(Coaching)**

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 achieve the company’s sales targets.

#### RAY PATTERSON.



**(R) RESPONSIBLE**

**(A) ACCOUNTABLE**

**(P) PROUD**