

**SALES MANAGERS “BOOTCAMP” – Virtual Training Programme - Outline**  
Developed and presented by RAY PATTERSON.

**Module 1** (2 hours – including 15-minute tea / comfort break)

**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. Sales pipeline.

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

- Providing inspiration. (Lead by example) Getting out of the office and into the marketplace.

**Module 2** (2 hours – including 15-minute tea / comfort break)

- 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.
- Conflict resolution.
- How to encourage a positive attitude within the team.
- Understanding motivation.

<b>Module 3</b> (2 hours – including 15-minute tea / comfort break)
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### 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.
- Conclusion.
- Summarize key points.
- Review action steps and choose “One thing”.
- Evaluation forms and certificates.
- Q&A
- Close.