

Rightrack ... a little bit of magic

**Sales Management - Masterclass**  
a 2 day programme



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### Introduction

This 2 day sales management workshop identifies, explores and details all areas required to develop sales excellence within sales teams. An absolute must for all sales managers.

### Outline

#### Leadership & Direction

- Exploration of the overall direction of the business and its implications for the sales organisation
- What does sales management expect from the sales organisation, and vice versa?

#### Measures of Performance

- Sales Volume
- Margin
- Business Growth
- New Accounts Opened
- Key Sales Competencies
- Activity Management (Managing the Sales Pipeline)
- Account Planning
- Field Appraisal / Competence Development

#### Motivation & Incentives

- The different theories of motivation
- Identifying the motivational conditions that apply to each individual in your team
- Using tools to develop motivational profiles for members of your team

#### Team Development & Training

- A methodology for identifying the strengths and weaknesses of your sales team
- Identifying whether your team is truly operating as a team or as a collection of individuals
- The implications the status of a team has on management style

#### Coaching

- Skills Coaching - where managers look to build the necessary sales competencies, which are based on knowledge, skill & attitude
- Strategy Coaching - where managers look to help develop account strategy for the most important customers, by stimulating the right thinking and action planning



## Programme Options

This is an in-company programme with the following options:

<b>Available Packages:</b>	<b>Ready-to-Go</b> - An 'off-the-shelf' training programme delivered by one of our training specialists at a location of your choice  <b>Customised</b> - We tailor our ready-to-go programme to meet your needs, including your case studies, your examples and your company specific information. Company branded programmes also available  <b>Bespoke</b> - We research, design and deliver the programme specifically for your needs
<b>Duration:</b>	2 days
<b>Materials:</b>	Folder, workbook, handouts, pen and certificate of attendance
<b>Support:</b>	<b>Research</b> - Pre-programme research visit or telephone discussion  <b>Administration</b> - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available  <b>Evaluation</b> - Post-programme evaluation and a consultant's report providing feedback on the programme  <b>Rightrack Membership</b> - Lifetime on-line post-programme support via our dedicated delegate website and access to the training consultant who will answer any questions relating to the programme
<b>Dates &amp; Location:</b>	To suit you
<b>Delegates:</b>	Up to 12 people
<b>Style:</b>	Rightrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change
<b>Learning Methods:</b>	We utilise a blend of learning methods: practice sessions, group workshops, scenario-driven learning, assignments, self managed learning, shared group learning, accelerated learning and structured group learning

