

Rightrack ... a little bit of magic

Sales Management
a modular programme



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Introduction

The Righttrack Sales Management programme is aimed at all sales managers who manage sales teams.

The objective of the programme is to deliver knowledge and management skills so that sales managers can actively coach and develop sales executives in all aspects of their sales activities.

Approach

This is a modular programme that consists of 61 hours of learning, self-study, personal analysis and transfer learning activities.

As an additional option available to you, we have had this programme recognised by the Institute of Leadership & Management as an ILM Development Programme. This provides external recognition for the programme, with participants receiving a certificate from the ILM and a year's ILM Membership. No formal exams are required.

Outline

Module 1 – Coaching for Sales Managers

This module provides a solid foundation of understanding around coaching:

- Understanding the role of the manager in relation to coaching
- Skills and strategy coaching
- Using the GROW model
- How to give feedback to motivate
- Applying coaching theories

Module 2 – Managing the Business

This module focuses on planning and organising sales territory activities:

- Setting personal & business goals
- Identifying opportunities in a sales territory
- Producing and reviewing an account development plan
- Managing time effectively



Module 3 – Identifying & Creating Value

This module focuses on the delegate's proposition to the market:

- Promoting the value of the proposition
- Creating value from the proposition and communicating it
- Communicating with customers to:
 - Build rapport and develop relationships
 - Identify opportunity
 - Present credentials
 - Fact find
 - Clarify & agree requirements

Module 4 – Selling the Value

This module focuses on personal communication and influencing skills:

- Personal influence in selling
- Push-pull styles in performance management & coaching
- Understanding behaviour – transactional analysis (TA)
- Using and reading body language

Module 5 – Winning the Business

This module focuses on the final stages of managing sales and covers:

- How to prepare & coach the team for obstacles & objections
- The negotiation to win the sale
- Closing more orders – the supporting role of the Sales Manager
- Putting the programme into action



Programme Options

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

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| Available Packages: | Ready-to-Go - An 'off-the-shelf' training programme delivered by one of our training specialists at a location of your choice |
| | Customised - 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 |
| | Bespoke - We research, design and deliver the programme specifically for your needs |
| | ILM - We can design this to be eligible as an Institute of Leadership & Management Development Programme, which can provide external recognition for your programme |
| Duration: | Modular – 61 hours of learning, self-study, personal analysis and transfer learning activities |
| Materials: | Folder, workbook, handouts, pen and certificate of attendance |
| Support: | Research - Pre-programme research visit or telephone discussion |
| | Administration - Printing and packaging of delegate materials and liaison with your chosen venue for programme arrangements. Additional administration options available |
| | Evaluation - Post-programme evaluation and a consultant's report providing feedback on the programme |
| | Righttrack Membership - 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 |
| Dates & Location: | To suit you |
| Delegates: | Up to 12 people |
| Style: | Righttrack programmes are energetic, exciting and highly participative, which create an impact and motivate participants to learn and embrace change |
| Learning Methods: | 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 |

