

WEALTH & EMPOWERMENT INSTITUTE IN ASSOCIATION WITH TRACY INTERNATIONAL

SUPERIOR SALES MANAGEMENT

The Key To Building A World-Class Sales Force



THE CHALLENGE

The Sales Manager can be the most important single determinant of overall sales results in a company, yet most sales managers have not been thoroughly trained in their jobs.

THE OPPORTUNITY

A world-class sales force needs a world-class sales manager. The most profitable, highest selling companies have the best salespeople working with the best managers. This course for sales managers can give your sales team the "winning edge".

THE PIVOTAL SKILL

The role of the sales manager is the vital link between sales planning

and sales results. All improvement in the sales force begins with improvement in sales management. An investment in building excellent sales managers assures higher, more dependable sales results.

THE BENEFITS

- Recruit better salespeople
- Get them up to speed faster
- Better organisation of sales territories
- Greater predictability of sales results.
- Better coaching, counseling and skill development.
- More effective at managing, motivating, delegating and supervising
- Better communication skills, more effective meetings, better problem-solving and decision-making
- Highly motivated salespeople committed to getting sales results

THE TRAINING

This three-day, multimedia program is the most complete training for sales managers in any media. Participants receive workbooks and audio tapes for review. It can be presented by inhouse facilitators or by an outside professional.

THE PROGRAM

1. The Pivotal Skill
2. Managing and Leading
3. Planning for Success
4. The Sales Plan
5. Recruiting Salespeople
6. Interviewing and Selection
7. Communicating for Results
8. Motivating Salespeople
9. Effective Delegation
10. Strategy and Positioning
11. Sales Training
12. The Winning Team
13. Territory Management
14. Sales Supervision
15. Skills Coaching
16. Key Accounts
17. Communication Channels
18. Sales Meetings
19. Performance Appraisals
20. The Problem Salesperson
21. High Performance Management
22. Time management Skills
23. Leading the Action
24. Pushing to the Front

WWW.BRIANTRACY.NET.AU

P: 1300 795 129 · F: 03 8456 6085 · M: 0434 547 691
EMAIL: WEALTHEMPOWERMENT@GMAIL.COM