

## Sales Management

7 one-day workshop-style seminars over 6-7 months, for current or future sales managers who must lead others to sales success (max 12 participants).

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| Seminar 1<br><b>Identifying Sales Opportunities</b>  | <ul style="list-style-type: none"> <li>• Responsibilities and challenges</li> <li>• Pipeline and opportunity analysis</li> <li>• Opportunity coaching and skill coaching</li> <li>• Personal organisation: creating time for thinking as a sales manager</li> </ul>                             |
| <i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i> |   |
| Seminar 2<br><b>Pre-call Planning and Research</b>   | <ul style="list-style-type: none"> <li>• Report Back: exchange of implementation plans since Seminar 1</li> <li>• Stimulating interest</li> <li>• Defining PAINs or critical business issues</li> <li>• Diagnosing and creating vision of company bases solution</li> </ul>                     |
| <i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i> |   |
| Seminar 3<br><b>Managing the Team</b>  | <ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 2</li> <li>• Setting sales objectives and ensuring staff succeed in future</li> <li>• Presentation skills and handling team meetings</li> <li>• Roles, responsibilities and team motivation</li> </ul>  |
| <i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i> |   |
| Seminar 4<br><b>Sales Meetings</b>   | <ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 3</li> <li>• Managing active opportunities</li> <li>• Opportunity assessment/competitive strategies</li> <li>• Reengineering vision with company differentiators</li> </ul>                             |
| <i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i> |   |
| Seminar 5<br><b>Access to Power</b>  | <ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 4</li> <li>• Develop and manage a sales evaluation plan</li> <li>• Summarising needs, providing proof of capabilities, implementation plans, business case/ROI, legal and technical approval</li> </ul> |
| <i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i> |   |
| Seminar 6<br><b>Sales Proposals</b>  | <ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 5</li> <li>• Closing and reaching final agreement</li> <li>• Measuring success criteria</li> <li>• Leveraging new opportunities</li> </ul>  |
| <i>During the 4-6 weeks between Seminars: implementation of new ideas and insights at work</i> |   |
| Seminar 7<br><b>Building Long Term Sales Capability</b>  | <ul style="list-style-type: none"> <li>• Report Back: exchange of results since Seminar 6</li> <li>• Overcoming the 'roller coaster' effect of sales at the end of the month or quarter</li> <li>• Building long term customer relationships</li> <li>• Process and sales systems</li> </ul>    |