

## THE ULTIMATE SALES MANAGER

## IN-HOUSE TRAINING

### WHAT'S INCLUDED

AstroTech Training will provide:

- A detailed manual/workbook and electronic copy of course material
- Professional presentation of the course content, case studies and practical exercises
- One month of free telephonic and e-mail support included
- Certificate of completion
- Delivery of course material *(unless otherwise arranged)*
- Travel and Accommodation for the Facilitator *(if required)*

### PLEASE WILL YOU PROVIDE:

- A suitable training venue with data projector
- White Board and/or Flip Chart and markers
- Lunch and refreshments daily

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### COURSE OVERVIEW

You already excel at selling: Now you need to develop a completely different set of skills to inspire, motivate and manage a sales team for maximum productivity and profit. The critical role of the Sales Manager transcends the mere tracking and reporting of statistics and has evolved into a role which requires proactive leadership, outstanding communication, effective decision making, and above all, motivating others to achieve top performance. If you think you or someone on your team could benefit from mastering these skills, AstroTech offers a workshop on "The Ultimate Sales Manager". The course covers the following topics:

#### THE ULTIMATE SALES MANAGER

- Your role as a sales manager
- Understand and identify the critical difference between selling & managing
- Sales leadership skills
- Understanding people: the basis for sales motivation & effective communication
- Sales management's best practices
- Identifying & recruiting a higher calibre of sales professional
- Coaching & training of salespeople

#### ACHIEVING TEAM PERFORMANCE

- How to motivate your sales team
- Motivation and incentive management
- How to handle performance problems
- Understand the internal motivators of your sales force
- Keep your team accomplishments in the spotlight
- Measuring return on effort
- Consistently raise the "bar"
- Determinants of sales force productivity
- Establish a strong achievement driven sales culture
- Establish a climate of accountability

#### EFFECTIVE SALES MANAGEMENT STRATEGIES

- Planning for success
  - Developing an effective strategy
  - Planning, forecasting and budgeting
  - Forecasting for sales managers
  - Creating short- and long-term sales plans
  - Selling against lower-priced competition
  - Means of assessing and developing pipeline health
  - Fine-tune territory analysis, design and segmentation
- ...AND MUCH MORE!



## COURSE INFORMATION



### WHO SHOULD ATTEND

- Sales managers
- Business development managers
- Client relationship managers
- Account managers
- Sales team leaders
- Sales professionals looking to prepare themselves to step into a sales management role
- Anyone with an interest in learning sales management techniques



### TAKE HOME TOOLS

- A detailed manual/workbook and electronic copy of course material
- Notepad & pen
- One month of free telephonic and e-mail support included



### OUTCOMES

**After attending this course attendees should:**

- Be familiar with sales management's best practices
- Be able to identify different approaches to motivate your sales team
- Understand how to link the sales plan to the company's financial and strategic goals
- Know how to set goals and monitor the performance of your team
- Be able to effectively recruit and select successful salespeople



### TERMS & CONDITIONS

- **PAYMENTS:**  
Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:  
**COURSES INSIDE GAUTENG:** At least **SEVEN** working days prior to the course  
**COURSES OUTSIDE GAUTENG:** At least **TEN** working days prior to the course  
Absent delegates are charged for.
- **POSTPONEMENTS:**  
**POSTPONE WITHOUT COSTS:** If you advise us **at least TWO** weeks prior to the course  
**PAY 25% OF THE COURSE FEE:** If you advise us **less than TWO** weeks prior to the course  
**PAY 100% OF THE COURSE FEE:** If you advise us **within ONE** week of the scheduled course  
Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.  
A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.
- **CANCELLATIONS:**  
**CANCEL WITHOUT COSTS:** If you advise us **at least TWO** weeks prior to the course  
**PAY 50% OF THE COURSE FEE:** If you advise us **less than TWO** weeks prior to the course  
**PAY 100% OF THE COURSE FEE:** If you advise us **within ONE** week of the scheduled course
- **PRESENTERS:**  
Should it be necessary, AstroTech Training reserves the right to substitute the presenter.
- **VENUE:**  
If you have chosen to use the AstroTech Conference Centre as the venue for your training, the terms and conditions specific to Conferencing will be provided separately for your acceptance and signature.
- **COMMUNICATION:**  
When a person registers on the AstroTech website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.
- **DISCLAIMER:**  
AstroTech Training will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.