

# SALES MANAGEMENT

## COURSE OVERVIEW

TACK 

### Lead your sales team to success.

- Motivate your team, focussing on their strengths to achieve results
- Coach your team for optimum performance
- Use a clear business plan for developing, forecasting and measuring business
- Confidently prepare and deliver productive and motivational sales meetings
- Use tools to identify, measure and analyse team activity and align to core business objectives

The sales team within an organisation is a powerful entity, they are the face of a business, able to make or break customer relationships and business reputations. A sales team needs to be focussed, directed energised and engaged. This programme provides a safe environment for the essential sales management skills to be learned, practised and perfected. The programme is divided in to two parts:

**Part 1** focuses on the core sales management skills required to create and lead a professional sales team.

**Part 2** expands on the core skills by focussing on business planning, forecasting, driving results, developing business acumen and understanding the financial elements of the sales management role.

**For further information visit [tack.co.uk](http://tack.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [info@tack.co.uk](mailto:info@tack.co.uk).**



2 Part Interactive & Practical Course  
Pt1 – 3 Days Pt2 – 3 Days

Cost: Pt1 £1,869 +VAT Pt2 £1,869 +VAT

Visit [tack.co.uk](http://tack.co.uk) for further information

### SUITABLE FOR:

Experienced, newly appointed and potential Sales Managers, as well as Senior Sales Professionals seeking an in-depth appreciation of sales leadership.

## YOU WILL LEAVE THIS COURSE ABLE TO:

- Identify your own sales management style and improve performance by adapting your approach to meet the needs of your team
- Lead and motivate your sales team to achieve results in both good and challenging times
- Establish realistic Key Performance Indicators for individuals and the team as a whole
- Organise yourself, your priorities and your time effectively
- Recruit and select high performing salespeople
- Prepare and deliver impactful and motivational team meetings
- Benchmark and coach your team during field visits
- Conduct effective performance reviews
- Create your own Development Diary and Personal Action Plan to help you, your team and your company long after the programme



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