

THE SALES LEADERSHIP DEVELOPMENT PROGRAMME

1. Introduction and Objectives




This intensive one day, facilitated workshop, designed for one to four participants, aims to change sales manager's behaviour by focusing on those parts of the job that are vital for the success of their sales team(s). The number of delegates is deliberately restricted to afford them maximum attention. The facilitator, an extremely experienced and successful sales director will challenge traditional thinking and help the participants deliver a very business outcome focused Personal Development Plan.

2. Who should attend?




The workshop is ideal for experienced sales managers and for those people who are about to, or just have started their new career in sales management. There is no need for preparation prior to the event, all we ask is that delegates come with an open mind as this will help them maximise the benefits from the workshop.











3. Outcomes

As a result of the workshop delegates will have:

-  A real understanding of what is needed to lead sales teams to greater success
-  A Personal Development Plan with milestones relating to both behaviour and associated business results to be shared with their management, and
-  A 30 day "Change one thing for the better" challenge

4. Workshop Content

-  Personal Introductions
-  Objectives and structure of the day
-  Business Metrics – a brief discussion on number of sales people, budgets, performance etc.

-  A day in the life of their people – how their people spend their time
-  A day in their life – how they spend their time
-  Manager versus leader – what’s the difference?
-  Sorting the wheat from the chafe – the good and bad uses of sales time
-  The thirty day challenge – Let’s start to make things better
-  The right behaviours of a sales leader – What are they and how does the sales manager need to change?
-  “Pause for thought” – an opportunity of a one to one with the facilitator to air any concerns personal or business that this change may bring about.
-  PDP development – the facilitator may challenge the ambitions and realism of their plans.
-  Review and feedback
-  Close

5. Considerations

The workshop will begin at 09:00 hours and is targeted to end at close 17:30. Participants should be aware that overrun is possible and plan to keep the early evening free.

6. Follow up

We will conduct a telephone review with the participants after 1 month, and with the participant and their manager after 3 months. The participants can contact the facilitator for advice for 12 months following the event