

Why Buy?

High spots

- **Sales Management Styles** - identify your own style and learn how to adapt it to become a true 'sales leader'
- **TACK's PRO-PAYBACK®** sales and management tool provides a structure and proven sales process that consolidates best practice selling methodology. This will give your salespeople a practical guide to achieve their goals, and you as sales manager a structure against which to measure their performance
- **Successful Sales Meetings** - learn a formula for planning and delivering high impact sales meetings which teach, motivate and inspire your team to perform
- **Key Performance Indicators** - create an objective measurement of performance for your team aligned to business plans and objectives

"A very good course which has developed and identified my awareness of field sales management."

"I found the course to be very informative and refreshing giving me a new outlook on how to approach tasks in a more effective manner."

"Really enjoyed practical/application aspect rather than lecture style."

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk

Field Sales Management

Achieving success through your team

Duration: Part 1 - 3 days £1,575 + VAT

Part 2 - 3 days £1,575 + VAT

Save **£472.50** when you buy both at the same time and get **30% off** the part 2 programme

Business and personal benefit

An organisations sales team is a powerful entity. It is the face of a business, able to make or break customer relationships and business reputations. A field sales team needs to be focused, directed, energised and motivated.

TACK's Field Sales Management programmes provide a safe environment for the essential management skills to be learned, practised and perfected. These programmes are divided into two elements - Part one focuses on core sales management skills required to create and lead a professional sales team. Part two further extends these core skills whilst specifically focusing on business planning, forecasting and driving results. This programme will further develop your business acumen and understanding of the financial elements of the sales management role.

Target audience

Whether you are newly appointed or experienced, this very practical programme gives a wealth of ideas for achieving sales targets. If you are a first time sales manager, you will gain the core skills required to set up a team, provide focus and develop a structured approach. If you are more experienced and looking to further develop your knowledge, this programme is the ideal opportunity to learn new practices, different approaches and move from a manager to an inspirational leader.

Objectives

You will leave the course:

- With a clear understanding of your team, their strengths and how to motivate them to achieve results
- With the ability to coach and develop your team to achieve optimum performance
- With a clear business plan for developing, forecasting and measuring business
- Able to confidently prepare and deliver productive and motivational sales meetings
- With the tools to identify, measure and analyse team activity aligned to core business objectives

Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

Part 1 - Module

Learning points

Outcomes

After this module you will...

Sales Management Styles

- The role and objectives of the Sales Manager
- The different Sales Management Styles and their advantages and disadvantages
- How to adapt your natural style when necessary

- Know exactly how to set your goals and judge your performance
- Understand your natural Sales Management Style and when you need to use it
- Be able to manage each member of your team for best results

Sales leadership

- The elements of sales leadership
- Personal authority and influence
- Communication in leadership

- Understand the actions required of a sales leader
- Develop your ability to influence and lead
- Use the right communication processes

Sales team motivation

- What motivates people
- The role of money as a motivator
- Different motivational techniques

- Understand people's different motivators
- Know how best to motivate each member of your team
- Know how (and how not) to use financial motivation

Key Performance Indicators

- What are KPI's?
- How to identify the most important ones
- The best way to use them

- Decide which KPI's to use in your team
- Create valid benchmarks
- Effectively use KPI's for activity and performance management

Selling skills

- The PRO-PAYBACK[®] sales process
- How to assess salespeople's skills
- How to target improvement

- Review all the basic selling skills
- Use a proven tool for assessing salespeople in action
- Have a clear process with which to train your team

Coaching

- The coaching process
- Field accompaniment
- Principles of giving feedback

- Apply a powerful coaching sequence
- Make effective field visits and dual calls
- Deliver feedback and motivate people to develop

Sales meetings

- The different objectives and how to combine them
- How to plan a strong agenda
- How to run a good meeting

- Plan and lead meetings which achieve relevant objectives
- Run meetings which help you build your leadership effectiveness
- Achieve high participation and high motivation in your meetings

Sales recruitment

- The correct selection process
- How to create a good person specification
- How to plan and run selection interviews

- Plan an effective recruitment campaign
- Conduct interviews professionally and efficiently
- Make the best selection decisions

Part 2 - Module

Learning points

Outcomes

After this module you will...

Business planning	<ul style="list-style-type: none">- Strategic planning- Business development- Sales planning	<ul style="list-style-type: none">- Understanding your business model- Focus your team on business acquisition and development- Develop a focused business development strategy and forecasting tool
Performance management	<ul style="list-style-type: none">- Setting performance standards- Appraising performance- Talent development	<ul style="list-style-type: none">- Create motivational targets- Analyse performance problems and develop effective solutions- Manage and lead salespeople for peak performance
Managing change	<ul style="list-style-type: none">- Drivers for change- Why people resist change- A systematic approach to introducing change	<ul style="list-style-type: none">- Recognise where change is necessary- Overcome resistance and win co-operation- Effectively manage and embed important changes
Business finance	<ul style="list-style-type: none">- Different types of capital investment- Profit and Return on Investment (ROI)- The 5 corporate Profitability Objectives	<ul style="list-style-type: none">- Understand how your company operates financially- Understand how your sales team contributes to corporate ROI- Make good decisions which maximise your company's profitability
Team building	<ul style="list-style-type: none">- The team building pyramid- How teams operate- Team decision making	<ul style="list-style-type: none">- Understand the strengths and weaknesses of your current team- Work systematically to maximise team spirit and motivation- Use team decision making effectively
Negotiation	<ul style="list-style-type: none">- The stages of negotiation- Skills and qualities of a good negotiator- Strategies and tactics used by customers	<ul style="list-style-type: none">- Understand and use the best negotiation process- Train your sales team to be great negotiators- Respond positively to tough negotiation by customers
Coaching and counselling	<ul style="list-style-type: none">- The role of coaching and counselling in overall performance management- The coaching process- The counselling process	<ul style="list-style-type: none">- Know when and how to use coaching with your team members- Give positive counselling when necessary- Encourage self-appraisal and complement it with positive feedback
Time management	<ul style="list-style-type: none">- Best practice in time management for sales managers- How to establish priorities and work to them- How to guide your team in time and priority management	<ul style="list-style-type: none">- Plan your time flexibly and effectively- Invest your time where it will give best returns- Ensure your salespeople are working to priorities
Interpersonal Styles	<ul style="list-style-type: none">- The four different Interpersonal Styles and their characteristics- Using Interpersonal Styles in recruitment- Using Interpersonal Styles in selling and management	<ul style="list-style-type: none">- Recognise your own interpersonal style- Choose the best people for specific sales roles and particular accounts- Manage and communicate with your team and your customers in the most influential way

Why Buy?

Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

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Field Sales Management Parts 1 & 2

Supporting your career development

Whatever route you take in your career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management	
	Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
Foundation	PRO-PAYBACK Selling® in Action	
Introducing sales	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
	Appointment Making	Sales for Non-Salespeople

The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

