

„Managing a team of salesmen”

Course description:

The training managing a team of salesmen is aimed at leaders of salesmen group, sales managers and others who coordinate the work of salesmen. The course consists of two parts, the first one involves the work with a group of salesmen, understanding the specific nature of their work, solving the sales problems they have to face (communication with people, motivation, influence) while the second part is related to leader's own work (work on his motivation, his leadership skills and his feedback communication). The course combines knowledge about management and sales it contains work elements of strategy and communication.

Acquired skills:

By taking part in the training participant:

- is able to create a strategy for managing the sales team,
- is able to manage the sales team consciously,
- understands the importance of determining short-term and long-term goals,
- is able to support the development of a salesman,
- knows the ways of how to use a salesman's energy and strength to continue the work,
- is able to organize his time effectively,
- is aware of motivational mechanisms which can affect the subordinates,
- understands what determines the strength of motivation,
- knows Ken Blanchard's diagram and understands when to support and when to direct the salesmen in their activities,
- knows and understands the levels of neurological functioning of a human by Robert Dilts and their role in the process of communicating with people,
- understands the importance and usefulness of feedback in the process of motivating people,
- is able to provide factual support and feedback to a salesman.

*Training program:***I. STRATEGIC PLANNING**

1. Qvo vadis for a salesman ?! – these are the benefits of a well-structured business strategy.
2. Short-and long-term objectives – awareness of priorities and criteria in their implementation.
3. Who is responsible for setting trade objectives?
4. Internal and external resources in the context of the stated objectives, the SWOT analysis of the sales team.
5. Three pillars of sale:
 - Efficient generation of current sales,
 - How to expand the area of new clients?
 - Impregnation of existing customers from the impact of competition, how to build customer loyalty?
6. This cannot be done, because ... – barriers among salesmen.

II. ACTION IMPLEMENTATION

1. First, the most important thing!!! – Identifying client target groups.
2. In this area we are the world champions, defining the areas of competitive advantage.
3. Educational marketing, how to teach clients and broaden their perspective of perceived opportunities.
4. How to set the pace of strategy? – Your vision, our strategy and their impact on clients.
5. 20% of your decisions affect your income in 80%. But which 20%?, effective organization of time and resources.
6. Analysis of salesmen sales activity – what and when to analyze?

III. BUILDING AN ENGAGED TEAM OF SALESMEN

1. You have two ears and only one mouth, so use them properly – how to get to know an individual salesman value system?
2. How to generate a change in the attitudes of salesmen?
3. You can give commands, you can also set challenges and inspire the salesmen, at what level of human neurological functioning people can be affected?
4. Consistency – the most powerful tool to influence salesmen.
5. Communication with the team and its impact on the effectiveness in sales.

IV. I AM A LEADER

1. Who are you and why are you doing this? Identity and mission of a leader – its impact on the engagement of other team members.
2. Salesmen are different, how to adapt the leadership style to the stage of the development of a subordinate?
3. Be the one who your salesman needs – Ken Blanchard's situational leadership model.
4. How to reward salesmen?
5. You know 12 the most important factors deciding about the involvement of employees? – Results of the Gallup Institute.
6. Relations with your immediate superior, the most important factor affecting all other motivators demonstrating staff commitment.
7. What makes a salesman motivation stronger? – Discovery of Victor Vroom.
8. You are as good as good is your team, leader's self-consciousness.

V. COACHING FOR SALESMEN

1. Together you achieve more, coaching to support the work of salesmen.
2. Leader observes, draws conclusions and communicates what is expected in the future, the role and importance of feedback.
3. This is the end? – professional burnout, how to support a man and make a team to be involved in it?
4. Bet on the high-flyers! – How to encourage the best and give them challenges?
5. Create sales warriors, mind training.
6. I'm a fighter? Model of success – building salesmen self-confidence.
7. I do not have to prove anything – where can I take strength and energy from?

Methodology:

During the training we use the following training methods:

- lecture
- case study
- role plays
- working with the video camera
- feedback
- discussion

Organizational information:

Number of training hours: 12 hours / 2days

Time of training 9:15-15:15

Place of training: Łódź, Piotrkowska 125 – KM Studio - trainings