



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

## COURSE OUTLINE - Effective Sales Management

### Course Specifications

**Course Number:** AXO84-049SG | **Course Length:** One Day

**Description:** Everything you ever wanted to know about recruiting, hiring, training, and evaluating top salespeople is at your fingertips, and condensed into 83 pages. This guide gives you the insider's track on finding and keeping outstanding sales reps. How-tos, case studies, and exercises help you apply your newly learned techniques on the job.

## Topic-Level Outline

### Section 1: What Sales Management Is All About

- Setting Your Objectives
- Ten Qualities of a Winning Sales Manager
- Becoming a Sales Manager
- What Successful Sales Managers Do
- What Successful Sales Managers Don't Do
- Time Management
- Am I Right For Sales Management?
- Self-Assessment

### Section 2: Recruiting

- Beginning Your Search
- Selecting Your Sales Team: Exercise
- Conducting the Interview
- Evaluating Candidates
- Hiring and the Law
- Making the Hiring Decision
- Making the Offer
- Case Study: The Turnover Dilemma
- Checking References

### **Section 3: Training**

- Getting Off to a Good Start
- Putting Your Training Plan Together
- Keys to Training Salespeople
- A Two Day Training Program
- Exercise: Training Salespeople
- Rate Yourself as a Sales Trainer
- Training Never Ends

### **Section 4: Motivating and Managing Salespeople**

- Positive Motivation
- Set a Good Example
- Concentrate On Productivity
- Prospecting
- Closing
- How to Sustain High Performance
- Sales Manager's Troubleshooting Guide
- Self-Assessment
- Fostering a High Productivity Environment
- Quotas and Incentives

### **Section 5: Evaluating Your Sales Team**

- Communication
- How to Conduct a Performance Appraisal
- A Performance Appraisal Check List For Managers
- Following up: Three Suggestions
- Two Keys to Superior Performance
- Recognizing and Addressing Problems
- Compensation Guidelines
- Correcting/Adjusting Compensation
- Terminations

### **Section 6: Some Final Thoughts**

- Some Final Thoughts
- Moving From Succeed to Excel
- Your Attitude Can Move You to Greatness
- Voice of Experience
- Rewards for Top Achievers
- Self-Assessment
- Develop a Personal Action Plan
- Growing as a Sales Manager
- The Perfect Sales Manager

## **ABOUT US**

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

## ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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