

Professional Sales Management

Manage your sales team towards improved productivity, performance and profitability

Sales Managers face unique challenges in the Canadian marketplace. Business is in a constant state of change. You have to lead and implement the vision of your organization, recruit, develop and retain excellent talent. Employee loyalty has become a rare commodity given today's economic and employment dynamics. You have a sales team with varying degrees of motivation, experience, skill, and success. You need to be able to deliver value to both your team and organization to succeed in this new and changing environment.

CPSA's Professional Sales Management explores your role as a sales manager, specific skills, and concepts that will help you **improve your performance in the three key areas of sales management: leadership, talent management, and business management**. The program is designed to give you the skills required to lead, manage, and coach your people towards improved productivity, performance and profitability. Through numerous workshop practice sessions and case study analysis, you will learn the critical success factors of sales management.

Who Should Attend

- Sales Managers and Directors who have a desire to increase their team's overall performance, productivity, and profitability
- Managers who want to increase the value they deliver to their sales representatives and organization
- Sales professionals new to or considering a move to a management role

Key Course Benefits

- Understand the most critical roles of an effective Sales Manager that add value to the organization and your team
- Implement change management techniques that help your team welcome change
- Enhance efficiency and stimulate your team by applying the Effective Sales Management process
- Apply the talent management process to produce a dynamic sales team that will differentiate your organization from your competition
- Discover detailed methods to create an effective job profile, develop a compensation plan, conduct successful interviews, and select top candidates

Course Content (3-day program)

Roles of the Effective Sales Manager

- Examining the stages of business evolution and the implications for sales management
- Adding value through your multiple roles as strategist, business manager and talent manager

Vision in Sales Leadership

- Aligning sales goals with corporate goals and values
- Selecting your go-to-market strategies to further penetrate the market
- Learning to lead and inspire representatives towards growth, job satisfaction, and superior performance
- Communicating vision and change effectively to minimize resistance
- Leading through times of change

Managing Sales Performance

- Tools to measure and manage the performance of the sales force
- Methods to create sales budgeting, forecasting and projecting
- Solutions for productivity improvement

Talent Management

- Understanding and implementing the talent management process
- Creating your own profile of a successful salesperson
- Recruiting, hiring and compensating your sales team
- Being knowledgeable about key issues and considerations surrounding termination
- Presenting strategies to motivate your salespeople towards improved performance
- Managing sales performance
- Developing and coaching your company's most significant resources