



Sales Management Skills

2-Day Workshop

Background



MTD, the sales training specialists, has been working with a **wide variety of clients** (both large and small) in the UK and internationally since 2001.

Since that time we have delivered training in over **23 different countries** to over **2,000 different organisations** and have helped over **50,000 staff**.

Our head offices are based in the Midlands where we have our very own training centre, including a multi-media suite that enables us to provide a full range of blended learning solutions including video, podcasts, e-learning and online support solutions.

We specialise in providing:

- In-house, **tailor made** sales training courses (1-5 days duration)
- **Open courses** (Delivered throughout the UK at various locations)
- Ongoing sales development **programmes** (From 5 days to 2 years)
- **Blended** learning solutions (online and offline)
- Sales **coaching** (With Sales Directors or Sales Executives)

Our team of highly skilled and experienced trainers and consultants have all had distinguished careers in senior sales roles and bring with them a wealth of practical experience to each course. At MTD Training we will design and deliver a solution that suits your specific needs addressing the issues and requirements from your training brief that best fits your culture, learning style and ways of working.

Our Key Unique Selling Point

*“Bespoke, practical and quality training delivered by a trainer experienced in your industry is a “given”. Where we really make a difference is how we **help your sales peoples to embed and implement the learning** after the course. We offer industry leading post course support to make this happen so you get a real, tangible return on your investment”*



Head Office:

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, Warwickshire, CV3 2TQ

Website:

www.mtdsalestraining.com

Email:

enquiries@mtdsalestraining.com

Telephone:

0800 849 6732

MTD Have Worked With...

Credibility and trust are two important factors when selecting an external training partner as you will want to know that you are in safe hands. From multi-nationals through to the small business, no matter what your industry, size or complexity is, we have delivered training to over **2,000 different organisations** that include:



Sales Management Best Practices

A 2-day open course where you'll learn how to...

Lead, Manage, Coach, Drive & Motivate Your Sales Teams To The Desired **High Levels Of Performance That You're After**

Overview

So you're in charge of a sales team full of pros and newbies! The pressure is on you to perform and to get the whole team performing as well.

Where do you start? How do you motivate everyone to sell? How do you set challenging yet attainable sales targets? How do you train and increase the skills of your team? How do you get their respect?

This course will provide you with the sales management skills and techniques to get your team performing.

Who Will Benefit From The Course?

- Sales managers who want proven techniques and skills to improve the sales performance of their team

What Will You Gain From the Course?

- Learn how to earn the trust and respect of your team
- Learn how to increase your team's productivity through learning effective sales training and coaching skills
- Learn the duties and the role of a successful sales manager
- Learn how to set targets and objectives with your people
- Learn how to set up and run effective sales meetings
- Learn how to motivate different personality types
- Learn how to foster a team spirit of high performance
- Learn how to coach your sales team
- Learn how to settle disputes and disagreements in your team
- Learn effective management skills
- Learn how to put together a sales plan that guarantees success

Course Agenda

Day 1

Introduction & Objectives

What Makes An Effective Sales Manager?

Here we look at the difference between sales management and sales leadership, what are the key responsibilities of a sales manager? What makes an outstanding sales manager from the average? What should you be doing? What shouldn't you be doing? How do you spend your time at the moment and what you should be spending it on!

Exploring Your Sales Managerial Style & Potential

Take a managerial assessment to find out what your preferred sales management style is and what it means to you and your sales team back in the workplace.

Lunch

Communication & Influencing Skills

Learn how to be a master communicator and how to get your point across in a clear, concise and positive manner with your sales teams. Learn the importance of non-verbal communication and how to influence others to see your point of view so that you sell your idea effectively!

Sales Coaching & Feedback Skills

Learn how to sales coach and give feedback to your sales teams to help their personal and professional development. Learn different models of sales coaching and how to give positive and constructive feedback to fit the situation. i.e. formal coaching sessions, on the job sales coaching, reviews etc

Close

Day 2

Recap And The Day Ahead

Managing Sales Performance

Learn how to set sales goals, objectives and put development plans together with your staff. Learn how to review sales performance and how to manage under-performers. Learn how to deal with difficult people in an effective manner. Learn how to keep high sales achievers "HOT"

How To Run Highly Effective Sales Meetings

This key session will provide you with the ideas and the structure to make your sales meetings focused and productive. You'll be provided with ideas, recommendations for the structure of each meeting, how to keep them on track, how to analyse the figures and ways to brainstorm new approaches.

Lunch

Building High Performance Sales Teams

Building highly effective and performing sales teams is an essential objective in your role. Learn how to gel all of the members in your sales team to work together and to exceed all targets that are asked of you.

Motivation Skills & Understanding Others

Learn what makes people tick and what gets them out of bed in a morning and how to use this to your advantage. Learn how to elicit your sales team's motivations, values and beliefs and how to tailor your communications with them to motivate them to do an outstanding job in all that they do.

Client Comments From Previous Open Courses:

"The sales course was dynamic and very beneficial. I was struggling to make sales before but now I feel really confident that when I get back to the office I'll be able to improve upon my figures"

Grace Mupfurutsa - Sales Liaison Manager - Churchill London

"10 out of 10. The application of the techniques will improve every aspect of my sales cycle as a whole. All I can say is that at not one point of the course did I want to be anywhere else, it was engaging and fun. My idea of how education should be!"

Jamie Gow - Sales Account Manager - NJW Ltd

"The whole course was excellent and I really enjoyed the areas that will help me to communicate with the customer. Mike was excellent at helping everyone from all different backgrounds of knowledge regarding sales. I also really enjoyed the fact I feel I can always stay in touch if I need any assistance."

Tom Astles - Sales Manager - Inroads International

"I now feel I have the confidence to go out, get business and close a deal. Mike was well spoken and helped me understand the subjects that I found tricky"

Ronnie Slater - Print and Production Assistant - SMR Creative

"The trainer kept the subject matter fresh and made it relevant to all participants. I specifically liked the section on questioning techniques and understanding the needs of my clients and then presenting my product and services in light of this"

Georgia Hellend - CRM Manager - HCML Ltd

"The course formalised selling into a process which I could easily understand and pathed the way for long term sales success. Mark was enthusiastic (not overly so) and inspirational"

Paul Callaghan - Sales Engineer - Ably Shelters

"Your trainer was very good. The course was well presented and very relevant to my role as a sales director"

Paul Getland - Sales Director - NJW Ltd

"Thanks for the course, it was great. Rest assured, I wouldn't have any problems recommending the course to my fellow colleagues. I found it extremely useful and thought provoking and thought the course leader was a great facilitator and tutor"

Garry Cochrane - Account Manager - Fine Ltd

"There were no switch off spells as the course was excellent. The presentation style was both friendly and humorous. I now have a method of structuring my management style and have a great understanding that different people need to be motivated in different ways"

Bakhtiar Hanan - Head Of Buying - Videogames - Toys R Us

"This course will give me the competence to succeed and was exactly what I needed. I now understand my buyers a lot better and I have improved my questioning skills so much. Mark was excellent with a thorough knowledge of the subject - it was great fun with a nice bunch of people too"

Parminder Singh - Industrial Sales Co-ordinator - Rotherham College

"This course was very useful and enjoyable. I got some great ideas from it which I will easily be able to into practice. I loved the idea of letting the client buy from me rather than actually selling to them"

Max Raja - International Media Executive - Air Transport Publications

Locations

Crowne Plaza Heathrow

Stockley Road, UB7 9NA
2 minutes off Junction 15 of the M25

Crowne Plaza Manchester Airport

Ringway Rd, Manchester Airport, Manchester, M90 3NS
5 minutes off Junction 5 of the M56

MTD Training Centre,

5 Orchard Court
Binley Business Centre, Harry Weston Road,
Coventry, CV3 2TQ
5 minutes off Junction 2 of the M6

Your Course Leaders



Mark Williams



Mike Clarkson

Feedback From The Last 72 Sales Professionals Who Attended This Course

Area	Average
Trainer's Knowledge Of The Subject	9.63 out of 10
Trainer's Presentation Skills	9.46 out of 10
Trainer's Helpfulness	9.63 out of 10
Variety Used In Delivery	9.24 out of 10

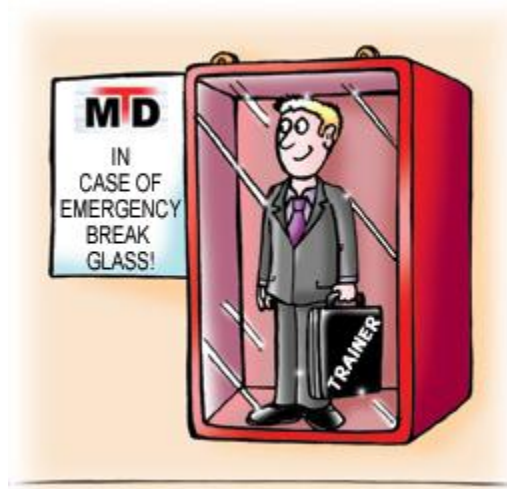
Registration Fee

£495 + vat

Included Within The Registration Fee:

- Course Manual
- All Refreshments
- Lunch
- Course Materials
- Course Certificate
- Unlimited email support from your trainer after the course

Ongoing Email Support



After the training, your sales people can email their trainer at anytime for help or guidance. They might be implementing some techniques that they have covered on one of the workshops and want some tips on how to implement it for their specific situation.

Whatever the reason, your trainer is available for your staff whenever you need us.

Learning is just the start of the process! We will be with you every step of the way while your staff implement what they have learned.

Require Accommodation?

MTD have negotiated special discounted rates with local hotels if you need somewhere to stay.

Please contact us and we will make sure that you receive preferential rates.

Next Steps & Booking Information

Questions/Queries

Call us - 0800 849 6732

Email us - enquiries@mtdsalestraining.com

Booking

If you would like to book a place on this course you can call us on **0800 849 6732**, complete our online booking form or download our Booking Form (Word Format) and email it back to us. Details of locations, dates and availability for each course are at <http://www.mtdsalestraining.com/opencourses.htm>

You will find the booking forms on the respective pages.

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions. You can pay through invoice or credit card. Invoice terms are 30 days after invoice date.