



# Sales Management Skills

Joining Instructions  
Village Hotel, Manchester

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

## Course Overview

As a sales manager, you face the daunting task of leading a team of professionals, newcomers, or a combination thereof to **achieve top performance**. This can be an overwhelming responsibility that begs the questions: Where do you begin? How can you motivate your team to sell? What is the best strategy for setting challenging, yet achievable sales targets? And how do you build the skills of your team while earning their respect?

Our **2-Day Sales Management Training** workshop is designed to provide the answers to these critical questions and more. Through our comprehensive course, you will acquire the skills necessary for successful sales management and leadership. This course is grounded in practical strategies and real-world scenarios that will allow you to motivate your team, establish challenging goals, and develop the skills of each individual member of your team.

Upon completion of the workshop, you will receive a "**Professional Sales Manager**" certificate from the prestigious **Institute of Sales Management**.

The course is also CPD Certified, providing you with an opportunity to receive a **CPD Certificate** at no additional cost. As a sales manager, you know that the importance of professional development cannot be overstated, and this certification serves as a testament to your commitment to advancing your career.

Whether you are a seasoned professional or a new sales manager, our Sales Management Training workshop is an excellent investment in your success. **Take the first step towards becoming a top-performing sales manager** and leading your team to success.

## Who Will Benefit From The Course?

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

## With The Help Of This Course Delegates Will Be Able To:

- 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

## Day 1

### Introduction & Objectives

#### What Makes An Effective Sales Manager?

- Learn the difference between sales management and sales leadership.
- Understand the key responsibilities of a sales manager.
- Learn what makes an outstanding sales manager and what you should and should not be doing.

#### Exploring Your Sales Managerial Style & Potential

- Take a managerial assessment to determine your preferred sales management style and its implications for your sales team.

#### Communication & Influencing Skills

- Learn how to communicate in a clear, concise, and positive manner with your sales team.
- Understand the importance of non-verbal communication and how to influence others to see your point of view effectively.

#### Sales Coaching & Feedback Skills

- Learn how to sales coach and give feedback to your sales teams.
- Understand different models of sales coaching and how to give positive and constructive feedback to fit the situation, such as formal coaching sessions, on-the-job sales coaching, and reviews.

## Day 2

### Recap & The Day Ahead

#### Managing Sales Performance

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

#### How To Run Highly Effective Sales Meetings

- Learn how to structure your sales meetings for maximum productivity and focus.
- Understand how to analyse figures and brainstorm new approaches.

#### Building High Performance Sales Teams

- Learn how to get all the members in your sales team to work together and exceed targets.

#### Motivation Skills & Understanding Others

- Learn how to elicit your sales team's motivations, values, and beliefs.
- Understand how to tailor your communications to motivate them to do an outstanding job in all that they do.

**Start & Finish Times:**

9:30am start

4:30 – 5:00pm finish

**Lunch & Refreshments:**

Included in course fee

**Parking:**

Is 'free' for MTD delegates

**Dress Code:**

Whatever you feel comfortable in

### Accommodation:

Should you require accommodation during your course, the friendly team at our hotel booking partner, tobook Ltd, will more than happy to assist you with securing a bedroom and at our preferential rates. Further information on how to arrange your accommodation is below:



Welcome to to**book**

On behalf of MTD Training, to**book** has secured preferential accommodation rates at great hotels to offer you a sound night's sleep, leaving you refreshed and ready for your training course.

### How to book your accommodation

You can log in to the online booking tool, which is available 24 hours a day, 7 days a week, to request your accommodation using the details below:

Go to [www.tobook.co.uk](http://www.tobook.co.uk) and click on the 'Sign In' link on the top toolbar

User Name: **MTDTRAINING** Password: **0379MTDTRA**

\*Please enter exactly as shown above\*

If you require any assistance, please email [tobook@tobook.co.uk](mailto:tobook@tobook.co.uk) or call **01676 522868**



## About Village Hotel – Manchester



The location of your training event is a very important factor for us, as we want to provide you with only the very best facilities for your course so that you can arrive easily and hassle free and enjoy a great learning environment. Perfectly located just over four miles from Manchester Airport – Village Hotel Manchester is the ideal location for your training with us at MTD.

You'll find our Cheadle Hotel just south of Manchester city centre, near Didsbury. Manchester city centre is around 20 minutes away.

Perfectly located next to the county of Cheshire, making it the perfect base to explore the charming county's stately homes and stunning gardens. At Village Manchester Cheadle, there's everything you need under one roof, including a Pub & Grill, Gym and a Starbucks all in one location.

In the hotel itself there's plenty of room to work and meet, with a range of hi-tech conference rooms as well as informal spaces to network or catch up on emails. Dedicated conference and business staff are on hand to make sure you have everything you need. For training, conferences and meeting facilities in the Cheadle area, Village Hotel has it covered.

The meeting rooms at Village Hotel Manchester have all been purpose built to the highest of specifications, with flexible functionality including theatre style, classroom, cabaret, boardroom and banqueting style, catering for up to 200 people, plus included for all our delegates is free highspeed Wi-Fi and complimentary on-site parking.

## About Village Hotel – Manchester



### Arriving By Rail

Less than 2 miles from Gatley, under 2.5 miles from Heald Green and 5 Miles (a 10 to 15 minute drive) from Stockport and Wilmslow.

### Arriving By Car

Village Manchester, Cheadle can be reached by vehicle via the M60, the M56, and the M6 northbound.

### Arriving By Air

Village Manchester, Cheadle is just 4.5 miles (12 minutes' drive) from Manchester International Airport.

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