



Sales Training Specialists





Sales Management Skills

2-Day Workshop

MTD Sales Training, 5 Orchard Court, Binley Business Park, Coventry, CV3 2TQ
Web: www.mtdsalestraining.com Phone: 0333 320 2883 Email: enquiries@mtdsalestraining.com

MTD in numbers…

2001

the year that MTD has been working with a wide variety of clients (both large and small) in the UK and internationally

25

the number of countries in which we have delivered training

9,000+ clients

250,000+

people trained

49

head office staff, trainers and consultants

4

accreditations

ILM CPD ISP CMI

96%

Feefo customer satisfaction rating

5

awards won – CIPD, Personnel Today, Learning Awards & HRD

1

head office based in the Midlands and we have Local offices in London & Manchester too

2,000+

digital learning assets available

"We strongly recommend MTD as a training provider for their professionalism and for the results we've achieved."

HR Manager

xerox

What we offer at a glance…

IN-HOUSE, BESPOKE TRAINING

We will design and deliver a sales training 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.

OPEN COURSES

From sales people with no previous experience through to sales directors, we run a number of open courses to suit all levels. These are delivered throughout the year at various locations in the UK.

SALES DEVELOPMENT PROGRAMMES

Modular, on-going sales development programmes designed around the needs of your sales people and business. These can range from 5 days to 2 years in duration.

ONLINE SALES TRAINING

We offer a range of online sales courses that can lead to a formal sales certification.

BLENDED SOLUTIONS

We can offer a fully-blended solution to include not only workshops but also e-learning video, audio, podcasts, webinars, infographics – you name it!

SALES ASSESSMENTS

Want to benchmark your skills against the best? Our MTD Sales Insight tool will be able to tell you your strengths and weaknesses as a modern day sales professional.



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 people 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"

" An excellent, well thought through approach to creating a modern and relevant development program. MTD are inspirational and approachable with years of experience. They have been able to adapt the style and approach to meet the needs an ability of our company to get the results we wanted."

People, Performance and Development Manager

Allianz

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, we have delivered training to over **9,000** different organisations and have helped over **250,000** sales people that include:



"We have used MTD for several years now because they are exceptional. Great trainers, easy to work with and deliver the results we need."
Head of HR

MERCK

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

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.

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

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?

- 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 gel 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.

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

"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

Manchester

Crowne Plaza, Manchester Airport, Ringway Rd, Airport, Manchester, M90 3NS

Coventry

DoubleTree by Hilton, Paradise Way, Coventry, Walsgrave on Sowe , CV2 2ST

Heathrow

Hilton Garden Inn Heathrow Airport, Eastern Perimeter Road, Hatton Cross, London, TW6 2SQ

Central London

DoubleTree by Hilton Central London, 60 Pentonville Road, London, N1 9LA

Bristol

Holiday Inn Bristol Filton Hotel, Filton Road, Hambrook , Bristol, BS16 1QX

Reading

Holiday Inn, Reading-South M4 JCT.11, Basingstoke Road, Reading, RG2 0SL

Require Accommodation?

MTD Sales Training has 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.

Start/Finish Times

Start: 9.30am
Finish: 4.30 – 5.00pm

Why Do Companies Choose MTD?

Registration Fee

The course fee is **£495 + VAT**.

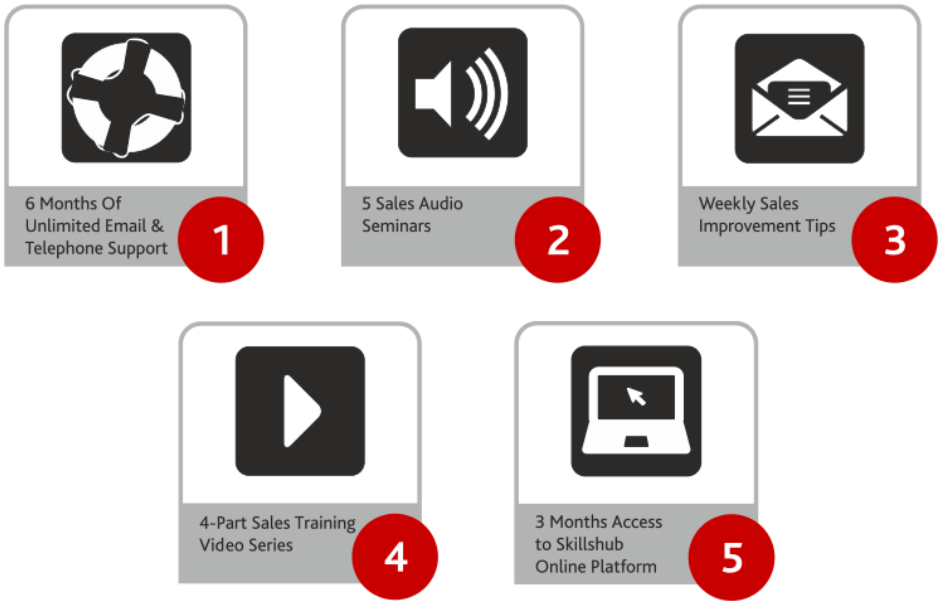
Included Within The Registration Fee:

- Course manual
- Course materials
- Buffet lunch
- Servings of tea and coffee throughout the day
- ISP "Professional Sales Manager" certificate & CPD certificate
- Unlimited email and telephone support from your trainer after the course

Accredited Course & Certificate

The Sales Management Skills Course is formally accredited by the **Institute of Sales Professionals** (**ISP**) and is **CPD Certified**. Upon completing the course, you'll receive a **Professional Sales Manager** certificate from the ISP, along with a CPD certificate.

Ongoing Support After The Workshop



After the training, your sales people can email their trainer at any time 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.

Next Steps & Booking Information

Questions/Queries

Call us - 0333 320 2883
Email us - enquiries@mtdsalestraining.com

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions. You can pay through invoice or card.

Booking

If you would like to book a place on this course please call us on **0333 320 2883**.

Alternatively please book online at:
http://www.mtdsalestraining.com/sales-management-skills-booking-form.

Details of locations, dates and availability for each course are at:
http://www.mtdsalestraining.com/schedule