

Motivating Sales Professionals

Overview:

A team can be made up of varying degrees of experience and therefore, it would appear likely that you will have a number of excellent salespeople, and some that are not so good. In addition, you may have to manage salespeople that have been working in a sales environment for some time, as well as those that are new to selling.

All of these individual differences will ensure a challenging role for sales managers or those responsible for business profitability and sales. Understanding the motivations of sales professionals is fundamental to the success of any sales team. After completing this course, participants will know how to:

- Manage sales teams effectively
- Identify sales tasks
- Successfully recruit sales professionals
- Encourage high performance sales teams
- Develop sales professionals through training and on the job learning
- Set sales performance standards
- Manage sales territories
- Develop a sales territory strategy
- Motivate a sales team

Designed for: This course is suitable for all staff members.

Duration: 1 day

Content:

Managing effective sales teams

- Managing sales budgets
- Allocating budgets
- Team results
- Recruiting sales professionals
- Building high performance sales teams
- Improving sales performance

Effective sales performance

- Training sales professionals
- Managing performance
- Sales presentations

Motivating sales professionals

- Motivation
- The motivation process
- Motivational theory
- Motivating employees
- Tips for employee motivation
- Common ways to influence motivation
- Management intervention that fosters motivation

Performance management

- Performance management
- The performance management continuum
- Exceptional performance vs poor performance
- The performance cycle
- Increasing productivity, motivation and learning

Managing sales territories

- Sales territory strategy
- Assigning sales resources

Forecasting sales revenue

- Understanding sales forecasts
- Sales channels
- Sales promotion
- Planning
- Levels of forecasting



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