

# Salesforce Management



At Huthwaite International we have been delivering real sales and negotiation performance improvement for more than three decades. As a result we are confident we can show you how to make a real and lasting improvement to your results, no matter what your level of experience or current performance. All our training is derived from field research into what high performers do to distinguish themselves from the rest.

This course builds on the newly appointed Sales Manager's proven sales skills, giving the ability to coach and motivate, run effective meetings and persuade effectively. We also introduce models for tactical sales planning and resource allocation.



## Huthwaite Salesforce Management builds the skills essential to success by helping you to:

- distinguish between the skills of an effective salesperson and those of an effective sales manager
- construct and implement a tactical sales plan
- manage the Customer Relationship Cycle through regular interface with strategic and key accounts
- construct strategies for maintaining high levels of motivation within your team
- understand the impact of leadership styles and adapt behaviour to suit specific situations
- run effective, productive meetings
- coach in a positive, motivational way.

## Training design

The course consists of both 'hard' skills and 'soft' skills. You will be introduced to a number of tools and models which you can then use to develop tactical sales plans. You will also have the opportunity to use coaching, leadership and motivational models in simulated situations so that you can receive structured feedback from the trainers.

By the end of day three you will have developed a plan for managing your sales team.

## Who should attend?

The course is aimed at anyone who has recently begun managing a sales team. The course is a comprehensive grounding in sales management and is also relevant as a refresher as it gives an opportunity to bring knowledge and skills up-to-date.

## Contact us

For more information about Huthwaite Salesforce Management or other Huthwaite Open courses please go to: [www.huthwaite.co.uk/open](http://www.huthwaite.co.uk/open) or call the Open Coordinator on +44 (0) 1709 521 243.

### Course outline - Day 1

- The role of the Sales Manager
- Tactical sales planning – using STRATT analysis
- Sales activity analysis – measuring sales efficiency and measuring sales effectiveness

### Course outline - Day 2

- Customer relationship management
- Motivating your team
- Behaviours of successful management
- Push and pull styles of persuasion
- Leadership

### Course outline - Day 3

- Behavioural feedback from the trainers
- Meetings – different types of meetings and the manager's role in running effective meetings
- Coaching – using the push and pull styles in coaching your team
- Action planning