

## ADVANCED SALES MANAGER TRAINING FOR DRIVING OPTIMAL PERFORMANCE AND RESULTS!

### About The Program:

*With 30,000 graduates, Learning Outsource Group is a nationally recognized thought leader in sales management training and salesforce optimization. Our customized competency-based sales leadership training, combined with the power of introspection, world-class facilitation, best practices, and comprehensive resource toolkit, make this high-energy experiential session a career development*

*“must have” for sales leaders at all levels.*

*This application-driven workshop redefines sales leadership and addresses the knowledge, skills, and tools needed to immediately increase effectiveness and achieve higher levels of success. This proven sales management training program will have an immediate impact on your business performance!*

### You Will Learn How To:

- Identify personal improvement opportunities aligned with the changing sales management role
- Strengthen sales management process & leadership skills
- Become increasingly more proactive in a reactive environment
- Build & sustain an elite performance management culture
- Identify, manage, & coach to optimum sales metrics
- Implement effective planning, tactical mapping & team communication strategies
- Determine ‘high payoff’ priorities & improve related time management abilities
- Enhance the sales employee effectiveness assessment & feedback process
- Improve the overall sales talent selection & retention process
- Leverage business analytics to speed development of specific sales competencies
- Execute ‘funnel velocity’ sales coaching strategies & maximize each ‘deal lifecycle’ opportunity
- Accelerate change and sales transformation initiatives
- More consistently achieve / exceed sales goals & business plans
- Develop promotable employees
- Improve personal motivation, job satisfaction, & stress reduction



### Who Should Attend:

Executives  
Sales Vice Presidents  
Sales Managers  
Aspiring Sales Leaders

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## OUR COMPLETE SALES MANAGEMENT OPERATING SYSTEM!

### Program Overview:

#### Awareness

- Introduction-Agenda-Expectations
- Redefining Sales Management Effectiveness
- Proactive Management & Decision Dynamics Case Studies
- Action Commitments

#### Return On Effort

- Analyzing Today's Complex Roles & Priorities
- Common Time Wasters
- Priority Based Time Management Solutions & Best Practices

#### Recruiting And Selection

- Identifying Hiring Criteria
- Creative Candidate Sourcing
- Selection Process-Best Practices
- Differentiating The Interview Environment
- Interviewing Recommendations Guide

#### Performance Coaching

- Goals-Talent Optimization Matrix
- Coaching Methodology & Situational Applications
- Metrics-Assessments-Interaction-Case Studies
- Comprehensive Sales Coaching Application Toolkit

#### Communication and Retention

- Communication & Adult Learning Styles
- Building & Sustaining A Motivational Environment & Success Culture
- Conducting Powerful Meetings

#### Action Mapping

- Tactical Mapping Tool
- Business Priorities & Goals
- Team Development Plan
- Implementation Success Plan

#### Leadership

- Defining & Clarifying Strengths
- Identifying Overused Skills & Development Opportunities
- Creating Forward Commitment Strategies



### Tools & Take-Aways For Maximizing ROI

- Comprehensive Participant 'Playbook'
- Complete Sales Manager Field Application Toolkit
- VIDEO Implementation Reinforcement Modules
- Implementation Coaching 'Hotline'
- Tactical Map Planning & Team Development Guide
- SelectQuest Interview Guide
- Sales Effectiveness Assessment & Coaching Guide
- WebEx Reinforcement Meetings

### 3-Day Program Schedule:



Day 1 - 8:00 am - 5:15 pm EST

Day 2 - 8:00 am - 5:00 pm EST

Day 3 - 8:00 am - 3:30 pm EST

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