

SALES TCL: INITIAL DEVELOPMENT PREP

INITIAL REQUEST

Sales management training program to improve sales performance and provide sales team members with the skills and knowledge they need to be successful and grow within the company.

TOPICS: TEAMBUILDING, COMMUNICATION, LEADERSHIP

TIMELINE: READY FOR DELIVERY NEXT FISCAL YEAR

Requests for the following training items:

- **Leading a skilled sales team**
- **Setting goals**
- **Establishing a plan**
- **Coaching**
- **Mentoring**
- **Communication**
- **Market presence**
- **Relationship building (and addressing challenges)**
- **Prioritizing work (time and task management)**

SCOPE, OBJECTIVES, CHALLENGES

- ❓ What are the qualities of a good sales manager?
 - Exceptional communication skills who has executive presence.
 - Has both the big idea and ability to execute.
 - A relationship builder with great interpersonal skills.
 - An expert and mentor in the field.
 - Great attitude- A “can do” solution finder who sees a problem as a challenge.”
- ❓ Should this program be in house or external?
 - External has the potential to provide more depth with an established curriculum, saving time.
 - Costly. In house is cheaper and time intensive.
- ❓ What is the budget?
 - To be established.
 - Develop a preliminary proposal for budget meetings in August.
- ❓ Who can participate?
- ❓ Goals, competencies, and objectives?
- ❓ Measurement of success?
- ❓ Content resources?
 - University partnership, company experts, books and articles
- ❓ Who will champion this program?
 - Region managers, then prior participants
- ❓ Subject Matter Experts?
- ❓ Project summary

SUMMARY

This is a sales management training program developed to establish a stronger pipeline of talent for management and leadership roles within the company. Teambuilding, communication, and leadership are the broad focus topics with strategic sales training to be included. This training program will partner with a local university to provide broad topic training and rely on in-house subject matter experts to lead sales training with an emphasis on company sales strategy, policy, and market development.

SUGGESTED APPROACH

- Cohort program with quarterly broad topic training.
- In-house developed webinars with pre and post assignments and discussion to take place between longer broad topic training sessions.
- University partnership for broad topic training.
- Use Microsoft Teams for discussion, interaction, file sharing, and support.
- Allow employees to self-elect and choose cohorts based on recommendations, reviews, and sales competency ranking.

UNIVERSITY PARTNERSHIP

A local university has a portfolio of content that may be customized for company needs. The following training items offered are in line with the requests for this program.



Developing and Implementing Strategic Marketing Plans

Tools and techniques to translate plans into action and build business.



Essential Selling Techniques

General sales skills training to support company webinars. Step by step sales process training to win confidence, develop presentations to meet needs, create relationships, influence others, and close the sale.



Managing and Coaching

What does it take to manage a productive sales force?



Principles of Professional Selling

Planning and executing the sales process.



Writing winning proposals

Proposal development and presentation process.

There are also teambuilding, communication, change management, and motivating your team training options that may be customized and curated with in-house curriculum.