



Sales Force Performance Management



Overview

Unless there is continuous development of individuals and teams within any organisation, performance will not improve. This one day course aims to equip delegates with the necessary skills to effectively and confidently manage individuals and teams in order to achieve high levels of organisational performance.

Target Group

This course is aimed at managers and team leaders within a sales-based environment.

Objectives

By the end of this course delegates will be able to;

- ✗ Look at their existing strategies and consider alternative possibilities to improve performance.
- ✗ Understand the psychology of sales & the sales process
- ✗ Understand the importance of setting achievable goals
- ✗ Deal effectively with difficult situations
- ✗ Identify effective methods of giving feedback
- ✗ Demonstrate information gathering and listening skills

Course Content

Below is an overview of the topics that are covered. (Please note that if this course is delivered on an in-house basis, the content can be tailored to meet your specific requirements and address any issues you may have.

- ✗ **The Cycle of Selling**
 - The sales cycle & A.I.D.C.A
 - How customer Service & Sales go hand in hand
 - Understanding the psychology of selling
 - What makes people buy / Not buy
 - Understanding buyer profiles
- ✗ **What is Performance Management?**
 - Identifying key interpersonal skills
 - Planning Performance Management
 - Individual and team management - getting the right balance
 - Coaching Performance
 - Evaluating Performance
- ✗ **Managing Performance**
 - Recognising non-performers
 - Identifying the 'real' problem - facts feelings and values
 - Developing your strategy
 - Tips for using constructive feedback
 - Follow-up actions
 - Managing high performance
 - Effects of non-performers / high performers on a team
 - Achieving a balance
 - Problem solving and decision making
 - Motivation & Change
- ✗ **Target setting and performance measurement**
 - Setting meaningful and effective objectives & targets
 - Reviewing and planning development actions
- ✗ **Communication Skills**
 - Overcoming difficult situations
 - Positive influencing language
 - Improving active listening techniques

Outcomes

Each delegate will receive individual developmental feedback and will be asked to complete a personal action plan to identify key changes to implement and skills to practice.