



The Boardroom

DEVELOPING SALES LEADERS

Excellence in Sales Leadership

3 x days

Who is this course for?

Whether you are a newly appointed or experienced Sales Manager, this very practical programme gives you a wealth of skills, tool and inspiring ideas for achieving sales targets. If you are a first-time sales manager, you will gain the core skills required to set up a team, provide focus and develop a structured approach. If you are more experienced and looking to further develop your knowledge, this programme is the ideal opportunity to learn new practices, different approaches and move from being a sales manager to an inspirational and authentic sales leader.

Business and personal benefit

An organisation's sales team is an incredibly important and powerful entity. It is the face of a business, able to make or break customer relationships and business reputations. A company's sales team needs to be focused, directed, energised and motivated. More importantly it needs authentic, inspirational leadership.

The Boardroom's Sales Leadership public programme provides sales leaders with a safe environment for essential sales management skills to be learned, practised and perfected.

This course focuses on the key sales leadership skills required to create and lead a professional sales team to high performance. It will also develop your business acumen and understanding of the financial elements of the sales leadership role.



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Course Outcomes

You will leave the course able to:

- Understand what being an Authentic, Inspirational leader really means
- Identify your own management and leadership style
- Recruit the right team – with skills in interviewing, assessment & onboarding
- Understand your team: their strengths and areas for improvement
- Identify each team member's personality type & know how to adapt accordingly
- Motivate your team, individually and collectively, to achieve sales success
- Coach and develop your team to achieve optimum performance
- Use a clear business plan for developing, forecasting and measuring business
- Confidently prepare and deliver productive and motivational sales meetings
- Use proven tools to measure & analyse team activity aligned to core business objectives
- Performance manage team members, effectively

Style of learning

- Our Sales Leadership programmes are interactive and highly participative in style.
- We ensure your learning experience is 100% relevant to 'real life' situations
- All trainers / facilitators are highly experienced and successful sales leaders themselves

Before, during & after your programme

- The Boardroom's App with pre-course registration / post-course material download
- Pre and de-brief calls to establish goals and assess progress
- A comprehensive sales leadership development tool to use immediately on your team
- Comprehensive materials including copy of all slides and tools used
- Post-course project and on-line supportive mentoring session with Trainer

Key topics



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- Sales Leadership Styles
- The role of a leader
- Sales team motivation
- Key Performance Indicators
- Mentoring skills
- Sales team Coaching
- Sales meetings
- Recruiting sales achievers
- Performance management
- Business finance
- Sales team building
- Counselling
- Managing team dynamics