



corporate training options

## **Sales Management – Building a Winning Sales Team**

### Course Overview

This course covers strategies to recruit, train and motivate a successful sales team.

### Overview & Learning Outcomes

Upon successful completion of this course you should be able to:

- Show how to recruit a successful sales team
- Explain sales training
- Explain strategies for motivating salespeople
- Discuss evaluation techniques

### Prerequisites

This course is for new Sales Managers and for Sales Managers wanting to grow their Sales Teams

### Duration:

1 Day

### Courseware:

High quality learning materials are available for purchase by participants.

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### **Corporate Training Options**

Sydney • Melbourne • Brisbane • Gold Coast • Canberra • Adelaide • Perth • Darwin • Hobart  
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**Sales Management – Building a Winning Team**  
**Training Course Outline**

**What is Sales Management About?**

Who is a Sales Manager?  
Setting Your Objectives  
Ten Qualities of a Winning Sales Manager  
What Successful Sales Managers Do  
Time Management

**Recruiting Your Team**

Beginning Your Search  
Conducting the Interview  
Evaluating Candidates  
Hiring and the Law  
Making the Hiring Decision  
Making the Offer  
Checking References

**Training Your Team**

Getting Off to a Good Start  
Putting Your Training Plan Together  
Keys to Training Salespeople  
A Two-Day Training Program  
Training Never Ends

**Motivating and Managing Salespeople**

Set a Good Example  
Concentrate on Productivity  
Prospecting  
Closing  
How to Sustain High Performance  
Sales Manager's Troubleshooting Guide  
Quotas and Incentives  
Evaluating Your Sales Team

**Why Do Evaluations?**

Communication  
How to Conduct a Performance Appraisal  
Following Up - Three Suggestions  
Two Keys to Superior Performance  
Recognizing and Addressing Problems  
Compensation Guidelines  
Correcting & Adjusting Compensation  
Terminations

**Some Final Thoughts**

Some Final Thoughts  
Moving from Succeed to Excel  
Voice of Experience  
Rewards for Top Achievers  
Develop a Personal Action Plan  
Growing as a Sales Manager  
The Perfect Sales Manager

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