

Debbie Bowman
CONSULTANT

Sales Management

Course content

The key principles of Sales Management

- Analysis of each of the 21 Principles of Sales Management
- Review of personal performance and individual action points where appropriate

Recruitment and Selection of sales people

- What are the attributes needed in a good sales person
- How to interview sales people to make sure that you recruit someone who can not only do the job but also fit into your sales team

Running Sales Meetings

- How to make the most of your sales meetings
- 8 Elements to successful meetings and how to chair the meeting

Coaching

- The 'Where, Now, Next' coaching model
- Setting objectives and giving feedback

Sales planning

- *'Fish where the fish are, fish in the right ponds, make bigger catches and don't lose the fish that are caught!'*
- How to implement the plan and measure performance against it.

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