

# SPT

*Specialist services to scientific, technical and medical industries*

## **Training**



### **Definitions**

What is management?  
What is the sales manager's role  
What is the sales person's role?

### **Goal setting**

Why do managers set goals?  
Where do goals come from?  
What are the characteristics of good goals?  
Negotiating goals with your boss and sales team

### **Activity planning and implementation**

What do we need to do to achieve the goals?

### **Reviewing results**

Running a sales meeting  
What do we want to achieve and how to do it  
Behaviours to encourage and discourage  
One on one reviews  
Performance appraisals

## **Sales Management**

'Sales Management is an intensive three-day course run in one-day sessions, which actively take participants through the key roles of the Sales Manager. The emphasis of the course is on practical skills, which can be enacted as soon as the Sales Manager gets back to the field. A comprehensive manual backs up the practical aspects of the course and can be used as a reference source with practical details to help with implementation.

The course outline is as follows:

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### **Coaching and counselling**

Determining the appropriate coaching style  
Learning to adapt your coaching style to the situation  
Managing difficult sessions and difficult people  
Managing your boss and peers

### **Motivation**

What does a motivated team look like?  
What are the symptoms of demotivation?  
What motivates and demotivates sales people?  
Practical aspects of motivational theories  
Generating and maintaining motivation

### **Recruiting high performers**

Preparation before the interview  
Getting relevant information in the interview  
Making the decision

For more information  
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The course style is very participative and works through both general issues and issues important to the individuals.