



# Practical Sales Management

## Training Program Outline



Fortune's street-smart sales management program builds core skills by training managers how to effectively 'performance manage' salespeople, and focus them on solving customer problems to create value and grow sales.

'Practical Sales Management' is a powerful inhouse training program for any manager involved with customer contact. It can be run in full day workshops or short bite-sized sessions.

" We have so many different branch locations, with totally different management styles and philosophies that at times you didn't know if you were actually visiting the same company. The thing that differentiated 'Practical Sales Management' for us was the fact that we applied it. In over 10 years of utilising 'Practical Sales Management' we've had 1,700+ management level people go through the program so we've got a big bang for our buck. It's an excellent tool."



" We have been continually growing our top-line by 15-20% per quarter with real growth on our bottom line of over 30% compared to last year. Our sales leadership team is using the 'Practical Sales Management' system to ensure they keep the entire sales team focused and accountable for the achievement of team and individual targets."



'Practical Sales Management' develops performance management skills, including how to:

- drive the execution of sales plans and create sales growth
- create engagement and boost rather than filter communication
- structure sales jobs effectively to build employee commitment
- clearly communicate and monitor performance expectations
- measure sales performance and set standards
- train, develop and coach salespeople
- positively manage poor performance
- anticipate, manage and adapt to internal and market changes
- build belief in the company, its integrity and its mission

'Practical Sales Management' is a proven instructional program for growing the leadership capability of any sales management team.



LEAD  
SELL  
CHANGE  
GROW



The 'Practical Sales Management' training program includes:

- ten core training modules with support tutorials
- implementation manuals for group training sessions
- workbooks and program audio libraries for participant review

*Drive Growth*



The content of the 'Practical Sales Management' training program includes:

#### Module 1 Management Defined

- Five prerequisites for sales success
- The purpose of management
- Definition of management
- Major management styles
- Management vs leadership – the difference
- Making the dream/mission/vision a reality

#### Module 2 Major Mistakes Managers Make - Part 1

- The effect of sales manager's mistakes
- Refusal to accept personal accountability
- Having a we/they attitude
- Failure to manage ourselves
- Managing everyone the same way
- Concentrating on problems not objectives
- Being a buddy not the boss

#### Module 3 Major Mistakes Managers Make - Part 2

- Failing to measure sales performance
- Failing to set standards
- Failing to train
- Condoning incompetence
- Recognising only top performers
- Attempting to motivate

#### Module 4 Foundation to Sales Success

- Key reasons why salespeople fail
- Successful vs unsuccessful salespeople – the difference
- Understanding comfort zones and why they're important
- Two questions that determine salespeople's actions:  
#1 "What are my chances of success?"  
#2 "Where is the value to me?"

#### Module 5 How to Structure Sales Jobs for Success

- Three characteristics of successful salespeople
- Four levels of competence
- Structuring the sales job
- Identifying key responsibilities
- Pinpointing the critical tasks
- Recommendations for inducting new sales hires

#### Module 6 Measuring Performance and Setting Standards

- Methods for measuring sales performance
- Recruiting and measuring performance
- Why standards are required
- Types of standards
- Production standards and their relationship to sales quotas
- Attaining sales objectives

#### Module 7 How to Train for Results

- Change means train
- Training is a process, not an event
- Training and education – the difference
- Formula for behavior modification
- Creating a good finding atmosphere
- Disciplines of field sales training
- Field training process – how to structure it effectively

#### Module 8 How to Confront Incompetence

- Taking salespeople from entry level to the 'norm'
- Questions to ask before confronting
- Rules for confronting incompetence/poor performance
- Formula for confronting incompetence
- Formula for redirecting behavior
- Positively reinforcing behavior
- What to do if you are unsuccessful; management checklist

#### Module 9 Facilitating Change

- Today's challenge: managing and adapting to change
- Mindsets of change
- Motivations of change
- Tolerance for change
- Change – questions that must be answered
- Facilitating change
- Planning for change

#### Module 10 Motivation versus Manipulation

- Thinking: the source of ALL results
- How to elevate the level of thinking
- Law of compensation
- Motivational methods
- Thinking: the key to a sales manager's approach

" Fortune involves you, and it involves our managers and it allows people to learn from people. 'Practical Sales Management' has been a tremendous success because it allows us to customise and fit it to our business needs. If you're looking to change, if you're looking to build a team, if you're looking to develop your people to become more of a coach and more of a leader and less of a manager, then the Fortune Group is right for any organisation."

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