



## Overview

Sales managers can be the single biggest factor in the performance of your salespeople. This program introduces participants to the process of sales management. They will learn the importance of planning, measuring, and communicating sales results.

Participants will learn how to ask that Next Question™ as the preeminent, yet very simple coaching tool. Building skills and motivating salespeople has never been so simple.

## The Opportunity

Are your salespeople engaged? Motivated? Your sales manager is pivotal to your success, yet the majority of companies only provide them with sales training. Skilled sales managers will give you the edge over your competitors.

## The Benefits

- World class sales managers
- Better organised sales territories
- Highly motivated salespeople
- Higher revenue

## Facilitation & Logistics

We can customise our training for your specific market situation. This interactive, multimedia training program includes case studies and practical exercises to aid learning.

- Course Duration 3-5 days
- Modern training facilities with natural lighting
- Catering optional

## The Program

- Self Assessment
- The Sales Plan
  - Strategy
  - The sales team
  - Territory management
  - Communicating results
  - Sales supervision
- Identifying Issues
  - Sales skills
  - Sales process
  - Relationship building
- The Next Question™
  - Coaching call Vs joint call
  - Motivating salespeople
  - Skills coaching
- Performance Appraisals
- Problem Salespeople

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