



Effective Sales Management

A Focused Approach to Successful Sales Management

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A Focused Approach to Being a Sales Manager

Overview of Training:

There are few more critical positions in any organisation than sales managers, yet many find themselves promoted to the job without any formal training, and are generally considered because of their good selling skills, not management skills. The job in fact requires a new set of skills. Essential Sales Management identifies what Managers need to do and just as importantly, how to do it.

Our Methodology:

Most sales managers are former sales people, and too often they are just thrown in to their new jobs and have to learn how to be managers as they go along. Essential Sales Management focuses on building and developing a sales process and more importantly, a pipeline, which is two of the most important aspects in sales management.

Much of the course is in developing a sales strategy around the Digital Sales Optimisation Tool which allows dynamic management of a sales team, and creates a process to get the whole sales team delivering like champions.

Key Modules *(Modules are Customisable):*

UNDERSTANDING
THE JOB

ADOPTING
DIFFERENT STYLES

TIME & ACTIVITY
MANAGEMENT

MANAGING
UNDERPERFORMERS

COACHING:
'ASK DON'T TELL'

MANAGING
CONFLICT

C-LEVEL
SELLING

PIPELINE
MANAGEMENT

HIRING &
RECRUITMENT

CUSTOMER
RETENTION

CONSULTATIVE
SELLING

SALES
OPTIMISATION

EFFECTIVE
DECISION MAKING

MANAGEMENT
ASSESSMENT

STORYTELLING TO
MORE BUSINESS

STRUCTURED
SALES PROCESS

One of the first mistakes Sales Managers make when under pressure is poor decision making. Confidence comes from clarity, and having great tools to help change behaviour.

Mark J. Stradling, Founder & CEO

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Managers achieve through people. Direct selling is much less important than managing effectively. Learn the importance of actually managing a group of people, rather than 'gravitate' back to the more comfortable 'selling' roots.

Master the art of coaching. People learn best when coached properly. A key to management is to learn to guide people to the right decisions and answers, rather than telling them. Learn from case studies which show the right approach.

Using various assessment tools, delegates learn the different managing styles, and what actually motivates people. People expect different things from the managers they meet, so understanding requirements is crucial.

Learn straightforward guidance for increasing the chances of hiring the right people. New managers usually make the mistake of doing all the talking, so asking skilled questions will gain more success in choosing the right candidate.

Discover how good managers need a clear understanding of how to stay in control of their time and activities, and how to juggle their time between managing, selling, pipeline development, meetings and administration.

Learn how to generate support from other functions not under your control; ones who may have different goals and objectives to yours. The Adizes® Institute methodology will help managers work closely with other department managers.

Explore the need to adapt coaching approaches to suit different abilities and experience levels. One size does not fit all in sales management, so adaptability and flexibility is key to success; especially during the first 90 days.

Understanding how to manage under-performers is time consuming. The worst mistake is not acting decisively. Learn a set of proven techniques to quickly get to the root of problems, and ultimately make decisions before it is too late.





What World Class Sales Teams Look Like

Arcanum Asia Sdn Bhd

3.02D East Wing, Level 3, Menara BRDB
285 Jalan Marrof, Bukit Bandaraya
59000 Kuala Lumpur, MALAYSIA

Arcanum Asia Pte Ltd

190 Clemenceau Avenue
#06-01
SINGAPORE 239924

Mark J. Stradling

Founder & CEO

Malaysia: +60 (12) 2010 631

Singapore: +65 966 89 283

mark@arcanumasia.com

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