

## Leading the Sales Team/Leadership Skills

### Course Outline

Senior Sales Managers today face increasingly demands on themselves and their sales teams. The key factor in every successful team is its leader. They have a profound influence on how their team progresses.

This course gives participants an understanding of how they are leading, motivating and organising their teams. On-going vision and high performance requires clear direction and strong leadership to gain that profitability for their companies.

### Course Objectives

- On-going training and development
- Understanding individual leadership styles - strengths and weaknesses
- Good leadership and the effect this has on performance
- Effective leadership - techniques and how to apply to different personnel
- Building a Successful Team
- Achieving results by motivation
- Understanding communication in a team
- Sales Meetings - delivery, content and behaviours of one-to-one and team meetings
- Personal development
- Coaching and motivation
- Field visits - disciplines of working with sales people in this environment

### Course Designed for

Designed for Business Owners, Sales Managers and Directors or anyone responsible for the performance of a sales team. This course could also be relevant for non-sales managers within a company who need to understand how to lead the sales process.