"Success is simple.
Do what's right, the right way,
at the right time." – Arnold Glascow

TRAINING COURSE DESCRIPTION

Are you achieving your sales potential? It would be surprising if you answered yes! Even the best sales organizations and their top producers will tell you that there is always room for improvement. Don't we all want to sell more?

Action Plan For Sales Management Success is a training course that uses proven techniques to yield measurable results. It is Action Based Sales Training; a unique approach with four specific elements that must be combined in order to be successful: sales training materials, practical application exercises, ongoing coaching, and testing.

Using our unique training, sales tool generators, and exercise workbooks, you will not only learn the theory, you will put it into practice on a daily basis to achieve greater sales success! After all, isn't practice how a professional athlete improves?

Action Plan For Sales Management Success is available as either a series of four self study modules where you learn at your own pace, or online interactive webinars completed over a four week period. Throughout your training, you have free access to a qualified B2B sales trainer by email at ***askthecoach@b2bsalesconnections.com***.

After your training is completed, you can submit your Accreditation Exams to B2B Sales Connections for review. Upon successful completion, you will have earned the right to be designated B2B Sales Connections Accredited. Not only will you achieve greater sales success by completing this course, you will also have earned a designation that proves you truly are a trained B2B sales management professional with the right skills for you and your employer to succeed!

Unlock your sales potential. Your future starts today!

Action Plan For Sales Management Success -
Aim Higher!

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Section 1: The B2B Sales Process – The Sales Manager's Role

Before you can lead, you must know the right direction!

The sales force drives the company's revenue and it the sales manager's job to drive the sales force. If a sales manager does not perform, the company does not survive, let alone prosper! It is no wonder that many consider the function of sales management to be the most important within a company.

To be successful as a sales manager, you must teach the team what needs to be taught, you must lead where they need to be led, and you must motivate so they follow you there. To do this effectively, you must help your customer, namely your sales team, get what they want, and not just focus on what you want.

This training module deals with the critical role a sales manager plays within a successful company. It also gives you the tools for you and your team to plan your direction to success!

Table of Contents Course Outline

- *THE ROLE OF THE B2B SALES MANAGER*
  - *The Sales Manager's Job Description*
  - *B2B Sales Skills*
  - *Recruiting & Hiring*
  - *Sales Rep Success Plan Design*
  - *Ongoing Sales Management*
- *B2B SALES DEFINED*
  - *The B2B Sales Process*
  - *Prospecting*
  - *Fact Finding*
  - *Presentation of Offer*
- *WHERE WILL YOU LEAD THE TEAM?*
  - *Managing The Team's Sales Funnel*
- *CONCLUSION*
- *APPENDIX 1 – MANUAL CALCULATION FORMS*

Automated Excel Workbooks Included

- *PERSONAL GOAL DEFINITION WORKSHEET*
- *MANAGEMENT GOAL SETTING & ACTION PLANNING WORKSHEET*
- *SALES FUNNEL MANAGEMENT WORKSHEET*

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Section 2: Eagles or Turkeys? – Recruiting and Hiring The Right Sales Professional

Hiring the wrong sales person will cost you 3 to 5 times their annual compensation plan! We'll show you how to recruit and hire right!

Building a successful sales organization starts with building a successful sales team. However an eagle in one nest could just be a turkey in another. A sales manager, with many candidates to choose from, must use all the tools at his disposal to choose wisely so that both the employer and the employee prosper.

Table of Contents Course Outline

- *A SUCCESSFUL RECRUITING PROGRAM*
  - *Compensation Plan Design*
    - *How Much Should You Pay?*
    - *How Should You Pay Compensation?*
    - *How To Determine Target Quota?*
    - *Other Compensation Plan Design Considerations*
  - *What Are Your Expectations?*
  - *Who Is Your Ideal Candidate?*
  - *Attracting Talent*
    - *Where To Advertise*
    - *Other Recruiting Alternatives*
  - *Making The Right Choice*
    - *Reviewing Resumes*
    - *Email & Telephone Prescreening*
    - *Conducting Interviews*
    - *Checking References*
    - *Other Decision Tools*
  - *Making The Offer*
- *CONCLUSION*
- *APPENDIX 1 – MANUAL CALCULATION FORMS*

Automated Excel Workbooks & Word Workforms Included

- *GROSS PROFIT COMPENSATION COVERSION WORKSHEET*
- *TARGET QUOTA CALCULATION WORKSHEET*
- *IDEAL SALES CANDIDATE DEFINITION WORKSHEET*
- *JOB DESCRIPTION FORM*
- *SAMPLE EMPLOYMENT AD*
- *SAMPLE FIRST INTERVIEW SCRIPT*
- *CANDIDATE REFERENCE CHECK FORM*
- *SAMPLE OFFER OF EMPLOYMENT LETTER*

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Section 3: It All Starts Here! – Your 90 Day Sales Rep Success Plan!

"Welcome to the company, here's your price book, now go and sell!" will not make your sales team successful. We'll show you what will!

Whether you are working with a new hire or an existing employee, you need to create a sales process that defines the fastest way to make your sales representative profitable. This section of the training course will give you the framework to do so by helping you create your detailed 90 Day Sales Representative Success Plan.

Table of Contents Course Outline

- *YOUR ROAD MAP TO SUCCESS*
  - *You Need A Plan*
- *YOUR 90 DAY SALES REP SUCCESS PLAN*
  - *Company Orientation*
  - *Human Resource Procedures*
  - *Compensation Plan Review*
  - *Product Training Schedule*
  - *Sales Training Schedule*
  - *CRM System Training*
  - *Order Processing Training*
  - *Company Procedure Training*
  - *Performance Expectations & Monitoring*
  - *Success Plan Checklist*
- *CONCLUSION*
- *APPENDIX 1 – MANUAL CALCULATION FORMS*

Automated Excel Workbooks & Word Workforms Included

- *PERSONAL GOAL DEFINITION WORKSHEET*
- *GOAL SETTING & ACTION PLANNING WORKSHEET*
- *PRODUCT TRAINING SCHEDULE WORKSHEET*
- *TARGET MARKET DEFINITION WORKSHEET*
- *PROSPECTING APPROACH WORKSHEET*
- *FACT FIND CREATION WORKSHEET*
- *PRESENTATION OF OFFER PLANNING WORKSHEET*
- *SALES TRAINING SCHEDULE WORKSHEET*
- *ACTIVITY TRACKING WORKSHEET*
- *SALES FUNNEL MANAGEMENT WORKSHEET*
- *ASSET TRACKING FORM*
- *COMPENSATION PLAN ACKNOWLEDGEMENT FORM*
- *SUCCESS PLAN CHECKLIST*

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Section 4: You Are The Coach! – Ongoing Management Tools

Properly managing your team is critical so that they produce results today and in the future. We will give you the proper coaching and reporting tools to make that happen!

As the sales manager, you job can best be described as that of a coach. You plan, you instruct, you lead and you motivate. You have many tools at your disposal to help you manage your operation. When used properly, the tools provided can be combined to build a very strong and successful team.

Table of Contents Course Outline

- *YOU ARE THE COACH!*
- *ONGOING SALES MANAGEMENT TOOLS*
  - *Group Sales Meetings*
  - *One On One Meetings*
  - *Joint Field Work*
  - *Testing*
  - *Activity Reporting & Forecasting Tools*
  - *Performance Reviews*
  - *Sales Incentive Contests*
  - *Other Sales Management Tools*
    - *Blitz Days*
    - *Automated Sales Tools*
    - *Discounting Policies*
    - *Ongoing Training Meetings*
    - *Outside Training Courses*
    - *Association Memberships*
- *WHEN TO UNHIRE*
- *CONCLUSION*
- *APPENDIX 1 – MANUAL CALCULATION FORMS*

Automated Excel Workbooks Included

- *SALES MEETING AGENDA WORKSHEET*
- *ONE ON ONE MEETING PLANNER WORKSHEET*
- *JOINT FIELD WORK PLANNER WORKSHEET*
- *ACTIVITY TRACKING WORKSHEET*
- *SALES FUNNEL MANAGEMENT WORKSHEET*
- *DETAILED WEEKLY SALES REPORT WORKSHEET*
- *PERFORMANCE REVIEW WORKSHEET*
- *SALES CONTEST TARGET QUOTA CALCULATION WORKSHEET*
- *MINIMUM SELLING PRICE CALCULATION WORKSHEET*
- *SAMPLE 60 DAY AND 30 DAY WARNING LETTERS*
- *SAMPLE TERMINATION OF EMPLOYMENT WITHIN & AFTER PROBATIONARY PERIOD LETTERS*

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