



StratSalesLeaderS™

Strategic Sales Leadership Skills



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- techniques to lead a sales force to be motivated and super productive

Introduction

The salesperson in the 21st Century should be more market oriented - more customer responsive. They are required to solve customer problems than to sell. They are consultants more than sales people! Their focus is to build long-term relationships with customers in order to get sales. Customers expect sales people to be professional when engaging them.

Such modern sales teams need a strategic sales leader. The sales manager is extinct. This new role as team leader requires a total mind shift and also latest methods of leading the team. The days of the sales manager being the super sales person has gone the way of the dodo.

Maintaining an outside sales force is probably the single biggest operating expense for a company - often 15 to 20% of revenue. It's essential that the company ensures the maximum ROI from this investment.

The success of the company depends on the success of each individual sales person. For each sales person to be successful, the company would need a sales leader who is strategic in his/her approach to leading the team.

The job of a sales leader is one of the toughest jobs. Therefore sales leaders need to be equipped to boost the productivity of their teams. There's a science behind it and it's not luck or accidental.

A sales leader needs to manage her territory and coach her sales team. This programme incorporates territory management skills and coaching skills.

What is the impact of coaching on your staff?

It directly boosts your topline because sales staff close sales more effectively. It directly slashes your costs because staff become cost efficient in their operations. Therefore, coaching indirectly swells up your bottom line. For non-sales staff, coaching boosts their productivity and retention.

Coaching is an essential leadership skill every leader has to have. Period. A leader who doesn't know how to coach is an ineffective leader - a failed or failing leader to be accurate.

The standard coaching programme is based on the GROW model. This has been the mainstay for years. Unfortunately, the GROW model's weakness is that it only focuses on the task of coaching and overlooks what drives the coachee.

This programme's AIGROW coaching model is an adaptation of the GROW model and rectifies the weaknesses of the GROW model, using an Appreciative Inquiry approach to the GROW model.

The Programme

Course Objective

To boost the leadership skills of sales leaders to be able to boost performance of sales teams.

Who should attend

- * Everyone with the title of Sales Manager/Director/VP/GM
- * Sales supervisors
- * Staff being groomed for sales line management
- * Marketing personnel
- * Sales support managers

Course Benefits

- * Be able to flex their leadership styles
- * Be able to conduct effective recruitment interviews
- * Be able to list types of training sales leaders should perform
- * Be able to coach using the AIGROW™ model
- * Be able to set SMART goals
- * Be able to perform active Questioning and Listening
- * Be able to list different methods of motivating team
- * Be able to plan team sales activities
- * Be able to implement effective monitoring of team

- * Be able to conduct effective sales meetings
- * Be able to conduct effective annual performance appraisal interviews
- * Be able to list the different reward systems
- * Be able to retain staff

Course Methods

This training course will be delivered in a highly engaging and interactive way.

There will be:

- * Trainer input and tips through short presentation, demonstration and discussion
- * Individual and small group exercises with facilitated group review of learning
- * Group discussion
- * Practice sessions in pairs or trios with feedback and coaching

Duration

- * 2 Days

Course Outline

Day 1

- * Introduction
 - ★ Difference between managers & leaders
 - ★ The 4Rights™ formula for peak performance
 - ★ Nature of personal selling
 - ★ Marketing & the sales force
 - ★ Review of personal selling process

- * Sales Force Leadership
 - ★ Nature of sales leadership
 - ★ Sales leadership challenges
 - ★ Strategic sales force leadership
 - ★ Leadership characteristics and skills
 - ★ Leadership style
 - ★ Tools and techniques of leadership
 - ★ Outcomes of effective Leadership
 - ★ Tackling problems encountered
 - ★ Motivation
 - ★ Coaching - The AIGROW™ method
 - ★ Succession Planning

- * Recruitment & Selection
 - ★ Job descriptions & job specifications
 - ★ Questioning skills - Brain HooknRod™, ZipIt Moment™, Spanner-in-the-Wheel™
 - ★ Listening skills
 - ★ Basic Body language
 - ★ Basic Interviewing skills
 - ★ Scientific selection method

Course Outline

Day 2

- * Training
 - ★ Frequency
 - ★ Corporate training
 - ★ HR & Policies training
 - ★ Product training
 - ★ Selling skills training

- * Planning
 - ★ Sales targets
 - ★ Expense budgets
 - ★ Territory management
 - ★ Sales Plan

- * Performance Management
 - ★ KPIs & Metrics
 - ★ Reporting system
 - ★ Field work & The CoaDevF™
 - ★ Sales analysis
 - ★ Monthly reports
 - ★ Appraisal interviews

- * Rewards
 - ★ Increments
 - ★ Incentives
 - ★ Non-financial

Elements from this programme have helped companies, like Astra Pharmaceutical, Novartis Corporation and Sanofi Pasteur to boost their employee performance levels. A combination of this programme elements, SurgingSales™ Selling Skills and PerformBoost™ Coaching Skills boosted growth of one of these companies by 465% over an 8-year period.

The Trainer

James Pereira

James Pereira spent 22 years in the pharmaceutical industry in several Multi-National Companies. He has been involved in sales and marketing as a Product Manager, Sales Manager and Sales & Marketing Director in the Malaysia, Singapore, Brunei sub-region.

Among his achievements in the pharma industry were developing a performance management system and initiating a career development programme in his Division for succession planning purposes. His OD initiatives resulted in rescuing doomed divisions and even taking a Division from USD 3 million to USD 30 million in 9 years.

He operated a pharmacy with his wife that developed his skills in B2C reputation marketing and customer engagement techniques.

After leaving the pharma industry, he spent 2 years in the academic world as a Deputy Dean of the Post Graduate School in a private university. He obtained a grant from the Ministry of Higher Education to develop a Malaysian Appreciative Inquiry Model to boost performance among Malaysian companies. He is also a Visiting Lecturer for the University of Sunderland (UK) MBA programme delivered at SEGI College.

James obtained a BSc (Hons) from USM in 1986 and an MBA from Strathclyde University in 1995 and received the Book Prize for Organisational Development.

James is a business columnist with Free Malaysia Today news portal, sharing his expertise on organisational development and reputation marketing topics.

He founded Lion Reputation Marketing Coach providing revenue generating services to companies in Malaysia and North America focusing on Performance Development Consulting and training in Leadership Skills, Coaching Skills, Selling Skills, Sales Leadership Skills and Marketing Planning Skills.

James has spent many hundreds of hours as a life and business coach with U.S. based T.Harv Eker's Reasons or Results Worldwide, coaching Malaysian and International clients.

Among the clients he has provided consulting and/or training services include

- * **Healthcare** - D'Apotic Pharmacy, Tripti Bumis, Beverly Wilshire Medical Centre, Tropicana Dental Surgery, Smith & Nephew, Holista Coltech
- * **Swiss Luxury Watch Brands** - Breitling, IWC, Jaeger LeCoultre, Audemars Piquet
- * **Luxury & Common Automobiles** - Ferrari, Lamborghini, Hyundai Sime Darby
- * **Fortune 500 Companies** - McDonalds & Domino's Pizza
- * **Logistics** - Shriro, Megalift, Multi-trans
- * **Oil & Gas** - Enersea, IDS, Upeca
- * **Electrical & Electronics** - Schneider Electric, KVC, RPS Automation, MCL, Logic Builder, Pentapower, Combi Master Drives, Cupex Electrical, Compact Electrical, Maydenki
- * **E-commerce** - ZiccoTees, Covo Cosmetics
- * **F&B** - Bella & Luca Pasta Fresca, Baby Cakes Shoppe, La Taverna Restaurants
- * **NGOs** -TECH Outreach, Bethel Community Centre, Malaysian Dietary Supplement Association, American Forests

James is an HRDF Certified trainer as well as an Associate Trainer with the Federation of Malaysian Manufacturers, Leaderonomics, RCS Dynamics, Tactics Asia and Blaze Avenue.

James serves as a member of the Harvard Business Review Advisory Council, Smartbrief Advisory Panel as well as a member of the National Human Resource Standards Interest Group Network.

About Lion Reputation Marketing Coach

LRMC is Malaysia's First Reputation Marketing organisation dedicated to helping businesses of any size in any industry to boost their profits by building their online and offline reputation via continuous improvement of their core functions, core processes and core competencies. We consult and coach companies to jumpstart their operational areas to supercharge their sales, slash costs and explode profits.

Training and Development of staff competencies in relevant areas to enhance performance and reputation is one of the core services LRMC provides.

A Bottom-Line Series Programme by



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