



COACHING AND HIRING WINNING SALESPEOPLE SALE MANAGEMENT BOOT CAMP

If Your Salespeople Don't "Get it", It's YOUR Fault!

If your salespeople don't get it, fix it, fire it, or ignore it...but stop whining! It's easy to be happy and take credit for success when things are going well. But when things go wrong, it's not time to point fingers. It's time to accept responsibility for the actions of performers. ***Great Sales Managers understand that the performance of salespeople is the leader's responsibility.***

Past results are not predictors of the future.

Managing salespeople by looking at past results does not effectively change future performance or results. If you want to lose weight, measuring yourself on a scale is not enough; you need to measure diet and exercise. If you want to achieve future sales goals, you must measure the right performance statistics. ***The Sales Management Boot Camp provides the statistics that take the guesswork out of future success.***

Insanity is doing the same thing and expecting the same result.

Yes! You read that correctly. Einstein said, "Insanity is doing the same thing and expecting a different result." He might be correct in science experiments, but not in business where the constant evolution of technology, client sophistication, and economic fluctuations require change and adaptation. If you don't believe it, you should try shopping at Circuit City or buying a Polaroid camera. History is rife with examples of businesses that failed because they stopped evolving.

Get your people to do the things you want because they want to do them.

Imagine leading a team of top performers who are the envy of your competition.

Imagine producing results that make your supervisors wonder how you did it. That is the exactly what will happen if you apply the lessons taught at the Sales Management Boot Camp. You will leave this session with field tested skills to ***coach salespeople*** to new levels of performance and salespeople that prospect proactively, embrace accountability, and beat the price objection. Come take the challenge and learn how you can become a top level sales management leader for life and ***Get Your Salespeople to Prospect, Sell More Volume, and Beat the Price Objection.***

No more "Rear View Mirror" Management.

The problem in American business is the intense emphasis on managing results after the fact. Executives make sales projections based on skimpy data and then look backwards after results are posted, hoping that goals were achieved. There is a better way. The Sales Management Boot Camp provides you the performance statistics that produce predictable future sales results. ***We promise it is a career-changing session. Come answer the challenge and take full responsibility for your total team performance.***

PROGRAM AGENDA

DAY ONE: 8:00am – 5:00pm

- **Discuss Your Company Mission** – If you believe it's very clear to your salespeople what they are supposed to be doing, think again. This thought-provoking session will give you insights into ways in which your salespeople might be led away from the right tasks and how to keep them on target.
- **The Science of Building A Successful Salesperson** – If you want to achieve control over the sales process and produce predictable results, then you must first discover the aspects of selling that are pure science and build on those skills. Science provides objectivity and measurements which lead to immediate changes and long-term, predictable results.
- **Discover the Metrics to Predict Future Results** – You wouldn't drive a car by staring in the rear view mirror. Similarly, you can't drive future results solely by looking at historic volume and margin reports. Give your salespeople statistics that require minimal time commitments while generating big results.
- **The Psychology of Superior Leadership** – You will gain leadership tools that turn vacationers and prisoners into enthusiastic contributors to your organization's success. This session will share the methods that get salespeople to embrace accountability and sensible reporting structures.
- **Coaching A Winning Sales Performer in Six Days** – Whether you are a veteran sales performer or a manager with little field sales experience, this program gives you the credibility you need to effectively coach salespeople who willingly change and adopt new practices regardless of experience levels.

At the conclusion of the day, you will know how to:

- **Get your salespeople to eagerly embrace change.**
- **Elevate the skills of your veteran performers.**
- **Rapidly develop new talent.**
- **Maximize the value of your time in the field.**
- **Distinguish between sales science and art.**
- **Successfully build a winning sales performer in 6 days of coaching.**

DAY TWO: 8:00am – 3:00pm

- **Coaching Strategies Workshop** – This session illustrates the scientific skills of selling that you must master to coach in the field.
- **Interview to Find Future Winners** – The best predictor of future actions is past behaviors. The behavioral model of interviewing has been proven repeatedly to produce the best method for interviewing sales candidates.

At the conclusion of the day, you will know how to:

- **Recruit and hire the very best talent.**
- **Turn "Order-Takers" into Consultative Sales Leaders.**
- **Get your salespeople to convert "pop-ins" to appointments.**
- **Use the right statistics to achieve predictable future results.**
- **Get your salespeople to embrace accountability.**
- **Convert their weekly "creative writing" sales reports into valuable communication tools.**