



How to Build and Lead a Winning Sales Team

Maximise your sales leadership impact with this engaging and practical workshop.

Course Leader: Ian Henley, Chairman, ChangeBEAT

Who is it for?

This course is aimed at sales directors and sales managers who are seeking to improve the way they lead and manage the sales team. It assumes a high level of practical knowledge of ICT and technology sales.

What is it about?

Sales leadership in ICT and technology organisations presents a unique set of challenges. It is no longer enough to drive a sales organisation just with carrots and sticks. Customers are demanding that we understand their business issues, create compelling business cases and give strong assurances of project success. Not only do we need a team of business-oriented sales professionals, but consultants, project managers and technical consultants must all be mobilised to build a sophisticated solution sale.

At the same time the sales leader must grow the business, implementing the best sales management practice and keeping the pipeline healthy. He or she must forecast accurately and manage, coach, prune and tune the team that will ultimately deliver success.

How do you benefit?

This course offers practical advice to the sales leader to help you rise to the challenge of leading your team, developing a team that wins through a consultative approach. If you play a role in managing and leading the sales organisation in the challenging world of ICT and technology, this course is guaranteed to bring you fresh insights and new methods. It explains a philosophy of dynamic sales leadership within a well understood, repeatable and continuously improving management framework.

Course overview

- Market review
- Industry norms
- Defining the team you need
- Motivating the team
- Leadership and culture
- Improving the sales proposition

- Improving the selling process
- Sales management systems
- Pipeline management
- Sales forecasting and reporting
- Building your own leadership programme
- Discussion and summary

The course includes role-play material from recent case studies.

Testimonials

"A valuable investment for the future success of you and your sales teams."

Dani Muir, Sales & Marketing Director, bss

"A day well spent in understanding all the elements of the changing world of sales management. A very pragmatic approach enabling me to take things away to implement in the day to day running of a sales operation to get the most out of my sales team."

Mike Hiley, Sales Director, Bull Information Systems

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	One day
Time	09:30-17:00
Fee	Intellect members £395+VAT non-member £695+VAT