

Sales Leadership that Delivers Results

Leading, Developing and Getting Results from your Sales Team

Course Leader: Salma Shah, Director, Beyond

Who is it for?

You already have an in-depth knowledge of selling in the ICT and technology industry. However, you are also aware that sales leadership needs very different set of skills. The course is aimed at sales directors and sales manager responsible for managing and directing a sales team to improve sales performance and deliver results.

What is it about?

'Sales Leadership that Deliver Results' is a highly interactive workshop based on research and real case studies of ICT and technology sales leadership styles that have consistently delivered excellent results. Course participants will have an opportunity to learn how to retain, develop, recruit and manage a top performing sales team. They will learn and practice tried, tested and proven sales leadership skills to;

Optimise their team's performance to win business consistently

Leverage their existing skills and learn new ones to go that step further

Improve and overachieve on personal and team targets

Raise their profile within the larger organisation

Prior to attending the workshop participants will need to complete the Myers Briggs Type Indicator questionnaire. This will give an insight into understanding your personal leadership strengths and a framework for understanding their team. They will also learn communication models based on techniques including NLP which influence, change behaviour, motivate and get results.

How do you benefit?

Understand the difference between a transactional sales person and a consultative sales person and how to motivate the two types?

Leave with a framework for implementing a winning sales team and culture

Gain an insight into turning your team into overachievers

Course Overview

Delegates attending the course will develop an understanding of:

- Individual leadership strengths
- The relationship between power, culture and leadership
- Attributes of great leaders and managers
- How to develop strong, trustworthy relationships with team members
- Understand the difference between managing, leading and coaching
- The skills of building high-performing teams

Testimonial

"I found the course very useful and great value for money."

Phil Rothwell, Sales and Marketing Director, PostcodeAnywhere

Venue	Intellect Conference Suite, Russell Square House, London
Max	16
Duration	One day
Time	09:30-17:00
Fee	Intellect members £295+VAT non-member £495+VAT