

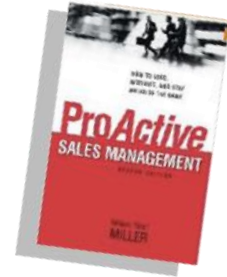
ProActive™ Sales Management



Selling is easier and more complex. SMB, Mid-Market, and enterprise selling are similar but different. Upsell and renewals are taking way too long.

Selling is also more challenging than ever. Longer sales cycles. Shorter budgets. More complex product offerings. Fragmented distribution channels.

As a leader, you may be feeling more pressure than ever. We can help you rethink the old ways, eliminate what doesn't work, and improve on what does.



To consistently exceed quota and hit results, your salespeople need to keep learning and adapting. Likewise, you need to keep pace with your sales leadership.

The course follows the #1 rated book ProActive Sales Management, and has been updated for the current sales environment. New challenges, remote employees and a dynamic market have made sales management a hot topic, and answers and tactics are needed.

Key Topics

Manage your team and its individual players more effectively

Turn A players into A+ players

Manage to Metrics

Delegation and Managing for Interdependence

Manage the process and not just the people

Motivate everyone (yes, they do need it)

Deal with failures quickly and learn from them

Interview and Hire Best Practices

Corrective Action

Forecast more accurately

Reduce energy-sapping paperwork

Be a master communicator and coach like you need to be. Learn the sales management fundamentals that you are missing and become the leader you know you can be.



Also includes sample case studies, ProActive compensation guidelines, thoughts on territory planning and successful sales meeting guidelines.



Sales Management Agenda

1. Proactive Sales Manager

Manage the Process, Not Just the People
Have People Effectively Manage Themselves
How Do I Know if I am an Effective Leader?
Management and Metrics

2. Manage the Right Things - Time and People

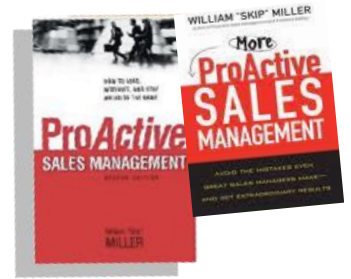
Time Management - Focus on the A's and Leave the C's Behind (there are no such thing as B's)
The Manager 80/20 Rule
Planning - Focus on Tomorrow, Today is Over
Setting and Measuring Expectations
Skip Miller Success Formula - $R=F+C$
Miller 17 Review
Delegation

3. Finding and Recruiting the Best Team

How to Interview and Hire the Right Person the First Time
What is the Successful Profile of Who You Are Looking For?
A-B-C (20 minute) Interview Process - Simple but Effective
How to Read Resumes Vertically as Well as Horizontally
Where to Find the Good Ones
A-B-C Interview Process
ProActive Reference Checks
The Offer That Works
Celebrate Success

4. Corrective Action

Corrective Action Process
Use of Metrics
Three Reasons to Take Corrective Action
If You Are Going to Fail... *Fail Fast*
Coaching and Counseling Through the Process



It's Not Your Responsibility

5. ProActive Management Skills – Coaching

How to be a Master Coach in Any Organization
Coaching and Counseling Your Boss Effectively
Motivation - Know Why People do What They do and be One Step Ahead
Internal or External Motivation
EQ – Leadership Coaching for Performance

6. If you Can't Measure it, Why do it?

Manage the Maybes - Yes and No Decisions are Great, it's The Maybe That Will Kill You
Effective Reports in 10 Minutes a Week
Stage Management
Manage to One Sheet of Paper
Expense Management

7. ProActive Selling Review

What is the Buy/Sales Process
How Can I Coach Selling Tools
Creating Leverage

8. Create the ProActive Action Plan

The Coaching Wall of Principals
Goal Setting and Making Them Work
Go and Make a Difference

9. Leadership

What makes a Manager a Leader
Leadership and Coaching
Leadership and Communication

