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...For Sales Leaders:
5 Keys
to a Highly Effective
Sales Team

Effective sales management is the link between boardroom strategy, revenue projections and execution in the field. Unfortunately, in many companies, the people occupying those positions have 1 of 2 problems: (1) They have additional responsibilities that detract from their ability to effectively manage the company sales process and the salespeople or (2) They are 'player / coaches' – In other words they once were great salespeople that where promoted because that seemed to be the logical career path. The time spent and the education received to make them great salespeople did not translate well into making them great sales managers. Participants will learn strategies on:

The 5 Keys to a Highly Effective Sales Team

- ◆ **Performance Management**
- ◆ **Coaching for Success**
- ◆ **Hiring Better Salespeople**
- ◆ **Motivation That Works**
- ◆ **Mentoring the Sales Team**



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