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Creating an Effective Sales Team

Introduction

Introduction Leadership is the most important element of a sales force's success, and it has some unique challenges which are addressed in this course.

Objectives In this course, a sales force leader will learn how to get a sales team organized, motivated, and focused on results. There are suggestions and tools for creating a cohesive team, developing a high level of commitment to goals, and coaching sales professionals for improved performance.

Designed for Managers of new or existing sales teams that want to learn about group dynamics in a sales environment.

Duration 1 day

Topics

- Establish a framework.
- Know the market.
- Define sales goals.
- Develop a plan.
- Define roles.
- Build the sales team.
- Identify skill requirements.
- Match people to skills.
- Hire and train to fill gaps.
- Achieve sales results.
- Build relationships.
- Motivate the team.
- Monitor accomplishments.

Follow-up Setting Performance Goals and Expectations – 1 day

Imagine what you'll know tomorrow...

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