

# Retaining High Performing Sales Professionals

Protecting your Commercial Talent

## Target audience

- Sales team managers

## Pre-requisites

- There are no pre-requisites for this course

## Objectives

- Attract and retain top sales talent
- Take a new look at what bonds sales executives to companies
- Maintain and develop individual talents

## On-the-job benefits

- Understand the deep-rooted motivations that drive your sales executives
- Understand the keys to retaining the best
- Sell more
- Bolster your sales teams and attract more top talent

## Benefits for the company

- Protect sales by limiting staff turnover
- Build trust inside and outside the company
- Earn customer satisfaction through ongoing business relationships
- Monitor and build your customer portfolio
- Promote your company's image through its stable workforce

## Special features of this course

Managing appeal: the three levers to retain your top sales executives



Three memorable highlights to home in on managing appeal

### Your freedom-management style

*Striking a healthy balance between micromanagement and no management:*

- > Participants take a self-assessment during the e-learning course, then debrief in groups during the classroom course

### The strengths theory

*Empower sales executives to unleash their full potential by working on their strengths rather than focusing on their weaknesses:*

- > Step into your sales executives' shoes to build their loyalty: boost their strengths and tell them they're good

### The challenge theory

*Cement your sales executives' bond to the company by equipping them and encouraging them to improve their performance non-stop:*

- > Use challenges (beyond annual objectives) to spur sales executives who want to outdo themselves

Sales executives stay with companies for three reasons:

- 1]** The company respects their freedom, i.e. nurtures their pioneering drive and empowers them to explore new market opportunities
- 2]** Their manager appreciates them and shows it: stars deserve VIP treatment and will do even better next year if they get it
- 3]** Companies provide an environment in which they can build their talent and outdo themselves beyond the field of sales

