

# Best Sales Manager's Secret

## Target audience

- Sales team managers

## Pre-requisites

- There are no pre-requisites for this course

## Objectives

- Drive the team's sales performance
- Use sales management tools flexibly and sensibly
- Mobilise and motivate your salespeople around an objective

## On-the-job benefits

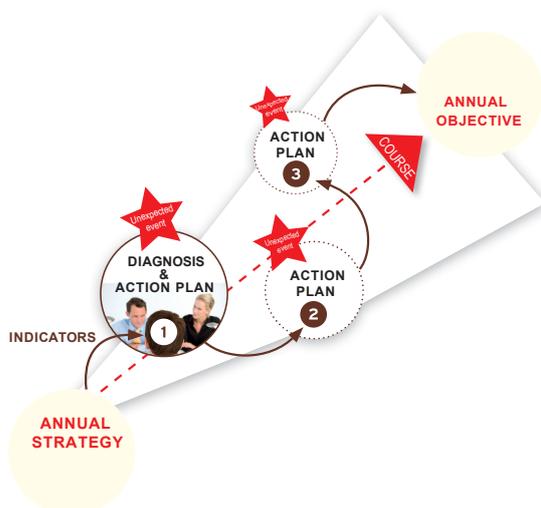
- Your teams will be quicker to respond to fluctuations in the market or the company, and changes in strategic orientation
- Reduce stress
- Balance performance, stress and time management
- Acquire new ways to motivate your team

## Benefits for the company

- Sales performance and the achievement of objectives
- Sales teams who are more in line with objectives, less stressed, who boost your company image
- Permanently mobilised teams

## Special features of this course

Staying on track for your goals



### The six steps to sales performance

- 1] Be attentive to your environment and track indicators
- 2] Make allowance for salespeople's emotions in the face of an unforeseen event
- 3] Analyse the unforeseen event
- 4] Turn the unforeseen event into an opportunity: the 'ZIP' action plan
- 5] Win support for the new priorities
- 6] Maintain individual engagement

Hands-on experience of the top sales managers' secret: striving to be the best

#### You will be divided into three sales teams

*Hands-on exercise:*

- > Each team responds, understands and analyses the unforeseen event with which it is confronted

#### Each team devises an action plan

*Learn how to use the 'ZIP' tool for sales action plans:*

- > Draw up an appropriate action plan in record time
- > Three managers 'sell' their action plan to the other participants, who are 'salespeople'

#### The managers present and argue their team's action plan

*Role-play:*

- > The most convincing manager - the one whose action plan makes most sense and who makes people say «We can do it» - is elected 'best sales manager' by the other participants
- > One manager in each team 'sells' the team's action plan

