

## Better support your salespeople in the field



CV-66 2 Days (14 Hours)



### Description

Dynamic and interactive training to effectively support your salespeople in the field. It will teach you in particular how to adopt the posture of a manager coach, to debrief your employees and to develop their skills.

### Who is this training for ?

#### For whom

Sales managers, sales directors, sales managers, in charge of leading a sales team.

#### Prerequisites

None.

### Training objectives

- Moving from the position of operational manager to that of field coach Create autonomy and motivation among your salespeople Mastering the success of a duplicate field visit Build a complete, structuring and motivating field debriefing

### Training program

#### Comprendre les enjeux de l'accompagnement sur le terrain

- Know the different types of field support: commercial support, training, development.
- Understand the advantages of field support: common benefits, individualized relationship.
- Put yourself in the position of a coach and not an operational manager.
- Set the framework clearly: explain the context and objective of the support, determine the role of each person.
- Collective reflection Exchanges and feedback.
- Analysis of successes and difficulties encountered.

#### Asseoir sa crédibilité de manager coach

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Corner of bd Abdelmoumen and rue Soumaya, Shehrazade 3 Residence, 7th floor N° 30, Casablanca 20340, Morocco

We are at your disposal De Lun - Ven 09h00-18h00

- Know the qualities of a manager coach and know how to implement them.
- Be credible, factual and attentive (do not get into emotional, judgmental and 'interventionism').
- Identify and understand the profile of your employees, respect their needs.
- Create the autonomy and motivation of your employees.
- Work practices Self-diagnoses: discovery of your preferred modes of communication and management.

### Maîtriser les étapes de la démarche d'accompagnement terrain

- Understand the different stages of the two-person visit.
- Know how to introduce, conduct and conclude the two-person sales interview.
- Create bonding and trust and structure throughout the day.
- Know how to associate gait (method) with posture (behavior).
- Scenario Practical cases and games filmed roles: simulations of sales visits in pairs.

### Réussir le débriefing et le suivi de son accompagnement terrain

- Understand the key points of a complete and effective debriefing.
- Know the topics to discuss and the mistakes not to make.
- Identify areas for progress and formalize an action plan with the sales representative.
- Identify your own areas of progress for your next support.
- Scenario Practical cases and filmed role plays: debriefing simulations.