

## Manage and energize a sales team



CV-66 3 Days (21 Hours)

### Description

Structure your practice through the acquisition of operational managerial tools. Learn how to energize and motivate a sales team. Define commercial objectives, break them down into team and individual action plans. Help your employees progress by behaving as a leader.

### Who is this training for ?

#### For whom

This training is aimed at sales managers and managers, sales managers, etc.

#### Prerequisites

Commercial experience.

Be in a management situation or taking up a position

### Training objectives

- Master communication techniques and managerial skills Set motivating objectives and mobilize each salesperson Provide concrete support to salespeople in achieving objectives Build your commercial activity evaluation and management tools

### Training program

#### Bien se connaître pour mieux manager

- Self-diagnosis: define your management style. Reflect on your job. Develop your leadership.

#### Maîtriser les outils du management

- The keys to effective management.
- Highlight your team through Active Listening.
- Effective recruitment of salespeople.

#### Mener des entretiens individuels efficaces

- Conduct an interview to re-motivate a salesperson.
- Management by objectives.
- The individual action plan.
- The interview evaluation: techniques and methods.

#### Savoir évaluer les performances

- Validate the match between acquired skills and required skills.
- Guidelines for adapting your management style to each salesperson.
- The individual observation grid, the collective diagnosis grid, the M.A.M.I.E.

#### Renforcer la motivation des commerciaux

- Analyze each salesperson: motivations, skills and results obtained.
- Organize and distribute motivating tasks.
- Develop team spirit.

#### L'accompagnement terrain

- Develop a coaching, tutoring, training culture
- The different types of visits. Duration. Frequency.
- Implement evaluation grids and corrective actions.

#### Savoir traiter les situations conflictuelles

- Dealing with demotivation. Making unpopular decisions and communicating them.

#### Mettre en place ses plans opérationnels

- Design your Commercial Action Plan (PAC).
- Organize daily action.
- Lead energizing team meetings. Prepare a meeting. Managing different personalities.