

## Sales manager: lead and motivate your teams



CV-67 2 Days (14 Hours)



### Description

Beyond their professional skills, it is thanks to unfailing motivation that salespeople achieve, or even exceed, their objectives. The sales manager is the most powerful vector of this motivation. This training is based both on learning the key actions of sales team management and on taking into account the levers of sales motivation.

### Who is this training for ?

#### For whom

Head of sales, network facilitator, team manager of salespeople, delegates, technical salespeople, telemarketers. Commercial manager. Sales agency director. Responsible for sedentary sales team.

#### Prerequisites

None.

### Training objectives

- Strengthen your effectiveness as a sales manager on a daily basis and in key actions.
- Develop the motivation and skills of each of your salespeople to boost your sales.
- Create and strengthen team spirit.
- Design and lead motivating meetings.
- Handle difficult cases in management.

### Training program

#### Appréhender votre profil de manager commercial

- Diagnose your skills: strengths? Areas for improvement? Identify your management style: how am I perceived? Avoid the pitfalls of your style.

#### Adapter son management au profil des commerciaux

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

- Analyze commercial objectives to identify the skills to develop.
- Identify the profile of each salesperson.
- Adapt your management style to each person.
- Carry out a diagnosis of the strengths and weaknesses of your sales team with the TAM.

#### Motiver individuellement ses commerciaux au quotidien

- How to act to motivate? How to encourage without 'doing too much'? How to get ambitious objectives accepted? Set up motivating incentives.

#### Utiliser les réunions commerciales pour motiver collectivement son équipe

- Make every meeting useful.
- Engage, join and engage.

#### Préserver la motivation des vendeurs dans toutes les situations

- Deal with insufficient results.
- Assert my authority without 'breaking' the relationship.
- Resolve conflicts.
- Ensure acceptance of unpopular decisions.