

Leading and Motivating Your Sales Teams

Hands-on course of 3 days - 21h

Ref.: MEC - Price 2025: 1 990 (excl. taxes)

This training will teach you how to structure your practice through the acquisition of practical managerial tools, energize and motivate your sales team, set sales objectives, translate them into individual and team action plans, and develop your team members.

EDUCATIONAL OBJECTIVES

At the end of the training, the trainee will be able to:

Master communication techniques and managerial skills

Set motivating goals and mobilize each salesperson

Provide concrete assistance to the sales force in achieving its goals

Build your evaluation and oversight tools for the sales function

HANDS-ON WORK

Training illustrated by numerous tests, hands-on cases, checklists, and scorecards, based on actual cases including those of participants.

THE PROGRAMME

last updated: 06/2024

1) Knowing yourself to become a better manager

- Self-diagnosis: Defining your management style. Thinking about your business. Developing your leadership.

Exercise : Self-diagnosis and writing the Managerial Action Plan.

2) Mastering management tools

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

Exercise : Intensive training in active listening.

3) Carrying out effective one-on-one interviews

- Conducting an interview to re-motivate a salesperson.
- Goal-based management.
- The individual action plan.
- The performance review: Techniques and methods.

Exercise : Intensive training in conducting interviews.

4) Knowing how to evaluate performance

- Ensuring that the skills acquired and the skills required are in line.
- Benchmarks for adapting your managerial style to each salesperson.
- Individual observation grid, group diagnostic grid.

Exercise : Each person builds the adapted individual observation grid.

5) Motivating salespeople more

- Analyzing each salesperson: Motivations, skills, and results achieved. Organizing and distributing motivating tasks.

PARTICIPANTS

Sales managers, team leaders, and heads of sales.

PREREQUISITES

Sales experience and current or upcoming management responsibilities.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@ORSYS.fr to review your request and its feasibility.

- Developing team spirit.

Exercise : Checklist of more than thirty motivating actions.

6) Guidance in the field

- Developing a culture of coaching, tutoring, training, etc.
- Different types of visits. Duration. Frequency.
- Setting up evaluation grids and corrective actions.

Exercise : Simulating an assisted field call.

7) Knowing how to deal with conflict situations

- Dealing with de-motivation. Making unpopular decisions and communicating them.

Exercise : Intensive training in settling conflicts.

8) Setting up your operational plans

- Designing your Sales Action Plan (SAP).
- Organizing actions on a routine basis.
- Leading energizing team meetings. Preparing for a meeting. Managing different personalities.

Exercise : Each participant builds his or her SAP. Preparing a program of motivating meetings.

DATES

REMOTE CLASS

2025 : 17 sept., 10 déc.