

# Coaching and Sales Management Skills

**One of the main functions of a Sales Manager's job is to provide direction and to improve their sales team's performance, and consequently the sales results. Even top performers look for ways to continue their development and are motivated by coaching discussions.**

Effective coaching relies on a Sales Manager's ability to define acceptable and exceptional performance standards, analyze a sales person's performance against those standards and explore developmental opportunities with each individual.

This workshop typically consists of the following modules:

- Sales Managers' Role and Activities
- WIN-WIN Sales Management
- The Sell Cycle
- Forecasting
- Managing Sales Processes and Tools
- Conducting Effective Monthly Sales Reviews
- Performance Improvement Programs
- Conducting Effective Sales Meetings
- Managing By Results

By attending this program Sales Managers will receive the tools and resources they need to improve their coaching skills and make the time they spend with their salespeople more productive.