

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/5598

Advanced Sales Management

This sales manager training helps you better handle the ups and downs in your business—and ensure your team's success!

In three days of advanced sales management training, you'll get skills to keep pace with all the issues that are revolutionizing sales force management. It's the sales manager training seminar to choose if you want to become a more effective manager—and advance further, faster, in your career. You'll discover the can't-fail techniques that have already benefited thousands of your colleagues. Here is advanced sales management training that will help you learn how to achieve peak performance in every area indispensable to sales management success.

How You Will Benefit

- Develop leadership and team-building skills
- Recruit and train a higher caliber of sales professional
- Improve your sales team's productivity
- Keep your team accomplishments in the spotlight
- Generate increased profits with fewer resources
- Understand the internal motivators of your sales force
- Become a more effective sales manager, communicator and decision maker by applying proven leadership principles

What You Will Cover

- The changing sales environment
- How to utilize a system for analyzing your sales planning
- The dimensions of effective sales management
- Understanding people: the basis for sales motivation and effective communication
- Organizing and structuring the sales force
- The attributes of standards of performance
- Coaching, counseling and performance appraisals
- The challenges of special personnel situations
- Creative decision-making and problem solving techniques
- The implications of sales compensation

Who Should Attend

Seasoned sales managers who want to refine sales planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors through advanced sales manager training.

Schedule

- [3] days - \$2,545 Non Members
- [3] days - \$2,295 AMA Members
- [3] days - \$2,174 GSA

Credits

1.8 CEU

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