

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/5227

Fundamentals of Sales Management for the Newly Appointed Sales Manager

You're a new sales manager, taking over a sales team with both rookies and pros.

You also have an open territory that needs to be filled as quickly as possible. Where do you start? How do you gain the respect of your team? How can you maximize the skills of each team member? And how do you respond to your manager's demands? In this seminar, you will gain critical-to-success management skills, from proven communication techniques to interviewing tools...from establishing an effective training program to a six-step coaching process that helps you maximize your sales team's skills.

How You Will Benefit

- Make a smooth transition to sales management
- Win respect by building your management skills
- Ensure your team's productivity through recruiting, training and coaching skills
- Effectively plan—and target—customers and territories
- Successfully plan your logistical operations and organizational structure

What You Will Cover

- Making the transition to management
- Understanding management communication styles
- The Internal Motivation theory
- Developing SMART goals
- Recruiting and interviewing
- Creating for, and presenting information to, the salesperson
- Best practices in sales skills today
- Characteristics of appropriate delegation
- Positive approaches to problem solving
- Developing a win-win appraisal or goal-setting system
- Applying the principles of team-building
- Recognizing the principles of leadership

Who Should Attend

Newly appointed or prospective sales managers who need the tools to respond to customer, team and company needs. **Note:** More experienced sales managers should attend Advanced Sales Management.



Schedule

- [3] days - \$2,445 Non Members
- [3] days - \$2,195 AMA Members
- [3] days - \$2,079 GSA

Credits

1.8 CEU

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