

American Management Association's Sales Management Certificate Program

Learning Objectives

- Analyze Personal Strengths and Weaknesses
- Analyze Individual Team Members' Strengths and Weaknesses
- Analyze the Team's Strengths and Weaknesses
- Develop a Plan to Maximize Team Strengths
- Staff the Team Appropriately
- Train Individuals to Perform at Their Best
- Coach and Counsel Salespeople for Continuous Growth and Motivation
- Delegate to Enhance and Enrich the Salesperson's Job
- Manage Time Better
- Maximize the Effectiveness of the Team as a Whole
- Develop a Mentoring Mentality by Developing a Greater Understanding of Interpersonal Skills and the Use of Sales Data
- Better Facilitate the Discussions That Must Occur in the Presence of Nonperformance
- Establish a Managerial Support Team
- Improve Work/Life Balance

Transition and Challenges of a New Sales Manager

- Understand the Nature of Transitioning to Management
- Balance the Responsibility of Being a Manager and a Member of the Management Team

Styles and Methods of Communication That Ensure Sales Success

- Understand Others Through Gaining a Better Understand of Yourself
- Focus Logically on What Your Sales Team Does Correctly, and What They Can Improve Upon
- Apply Knowledge of Behavioral Profiling to Communicate with and Motivate Your Sales Team

Recruiting, Interviewing, and Onboarding for Dynamic Impact

- Understand the Necessary Criteria to Make Recruiting Effective for Your Organization
- Identify Best Candidates Across Various Sources

Sales Meeting with Muscle: Getting Your Point Across

- Understand the Structure of a Well-Defined Meeting
- Learn Techniques to Run an Impactful Sales Meeting That Gets to the Point
- Discuss Time Wasters in Terms of Meetings and How to Avoid Them

Goal Setting and Sales Metrics

- Leverage Sales Performance Data as a Method for Coaching Salespeople to Greater Levels of Performance
- Utilize Your Company's Vision Statement to Drive Sales Growth Through Increased Sales

Delegation, Managing Your Salespeople's Time, and Managing Your Own Time

- Better Utilize Time Management as an Effective Sales Management Tool for Yourself and Your Team
- Understand the Immense Power of Delegation as a Training Tool as Well as a Tool to Free Up Your Time

Coaching and Counseling

- Develop a Deep Understanding of the Goals Process and How It Will Facilitate Coaching Sessions
- Understand How Coaching and Training Meld into Employee Development

Termination Tactics for Unsuccessful Performance

- Terminate Legally
- Terminate Ethically

The Underpinning of Attitude, Performance, and Motivation

- Use Motivation as a Managerial Tool for Enhancing Your Sales Team's Performance
- Discover Techniques for Cultivating Positive Sales Habits to Boost Productivity

Wrap-Up: YOU are an Integral Part of the Executive Team (Key Takeaways)

- Formalize the Notion That YOU Are an Important Part of the Executive Structure Within Your Organization
- Convey to Direct Reports That Sales Bring in the Revenue for Other Areas of the Company to Function Properly
- Motivate Yourself as Both a Sales Manager and Leader