



'And for the salesman there is no rock bottom to life. He don't put a bolt to a nut, he don't tell you the law or give you medicine. He's a man way out there in the blue riding on a smile and a shoeshine. And when they start not smiling back—that's an earthquake. And then you get a couple of spots on your hat, and you're finished. Nobody dast blame this man. A salesman is got to dream boy. It comes with the territory'

MANAGING & MOTIVATING A SALESPERSON

Successful business expansion is often determined by the quality of the sales people within your organisation. It is impossible for a few people to do everything. Eventually they will need extra sales resources. Many organisations worry about this. "Can I afford to take on extra sales resources?" "What will they be required to do?" "Will they work with existing clients? Or do I need to find them new clients?"

This workshop looks at the vital skills of recruiting, managing and motivating your sales force. It is an extremely practical workshop covering every area of sales management.

WHO IS IT FOR?

- Anyone tasked with recruiting and managing salespeople
- It is an ideal workshop for the first time sales manager
- It is suitable for experienced sales managers who have yet to get the best out of their sales force
- It is an excellent reference course for anyone who wants to know exactly how to motivate a high-performing sales person and what to do about the less successful members of their team

COURSE DURATION:

2 DAYS

NUMBER OF PARTICIPANTS:

6 - 12

WHAT WILL IT COVER?

The workshop will answer the questions many workshops are afraid to address. It aims to provide practical help and advice in areas such as:

- **Recruitment** - How do I find good quality salespeople? Where do I look? How much should I pay to find them? What do I need to ask for? What do I look for in a good applicant? How do I conduct interviews?
- **Getting Started** - What targets do I set? What levels of sales should I be expecting in the first three years (on a month-by-month basis)? At what stage do I take action if the salesperson is underperforming? What commission levels do I pay? What will they actually be doing on a day-by-day basis?
- **Motivation** - How do I motivate a poor performer, a mediocre performer and an excellent performer? (Theory supported by practical ideas)
- **Performance Management** - How do I let my poor performers know where they are underperforming and how do we identify what action to take? How do I keep my satisfactory performers on track? How do I retain my excellent performers?