Seminar Title: **Fundamentals of Sales Management**

Duration: **3 Days**

Price: **$2,695**

Why Seminars by The Taylor Group?

We have designed all of our seminars to focus on only one, key, objective:

"Increasing the profits of the companies that pay for their employees to attend our seminars"

We do this with the following seminar components:

1) Know Your Instructor:

We share each seminar leader's biography for each seminar, before you buy. If you don't like their biography then we don't expect you to purchase our seminar.

2) Personal Contact Before Seminar:

Each seminar leader personally contacts your employee by phone or e-mail before the seminar begins, to ask about the key skill and knowledge items your employee needs to focus on during the seminar.

3) Assessments Done Before Start of Seminar:

Each of our seminars includes one or more employee assessments that are completed before the seminar even begins. These seminar assessments are in several personal development areas including:

- Personal Communication Style
- Management Strength Assessment
- Marketing Knowledge Assessment

Each assessment is done online before the start of each seminar so we can insert more profitable content into the classroom sessions.

4) Luncheon Seminar, "Lessons From the Field":

During one lunch period of the seminar, we invite back a recent graduate of this seminar and ask them to share with your employee, how the graduate has worked to improve his firm's profits with the skill and knowledge learned in each seminar.

This is to help "Jump Start" your employee's thinking on how to apply the many profit building ideas we share with them.

5) Live Reinforcement Webinars at Months 4, 8 and 12 Months After the Seminar:

Our seminars are designed to focus on helping your employees implement the best practices described in our seminars. Therefore, we include in the seminar price, three, live, instructor led webinars **at 4, 8 and 12 months after the last day of the seminar.**

6) Recorded Reinforcement Webinars Available for 24 Months After the Seminar:

If your employee is not available to join a profit reinforcement webinar, it is recorded for them with the voices and profitable ideas from their classmates and is made available **for 24 months after the last day of the seminar.**

7) Buy It!

Finally, if you can find another seminar from a different adult education provider that will increase your firm's profits more than our seminar, then buy it!

Seminar Introduction:

This seminar is designed for the person newly promoted to their first Sales Management position. Typically this person will be serving as a Sales Manager for less than 24 months.

This seminar is also helpful for a current, top performing Sales Person who is being groomed for a future role as a Sales Manager.

This seminar is also designed to allow your newly promoted Sales Manager to fully understand how to use their new role to quickly increase your firm's revenues and profits.

Learning Objectives:

During this program you will learn these profit improvement ideas and concepts:

- Recruiting and hiring qualified sales performers who will generate profitable sales immediately
- Creating and implementing a new employee "Onboarding Process" that will minimize their time between their start date and hitting their monthly quota
- Providing insight to the creation of your firm's sales and sales management compensation plan and then managing your Sales People to maximize their compensation under this plan
- Designing your sales force coverage for your assigned region, state and country with a mix of direct field sales, indirect sales channels, inside sales staff and website channel
- Improving your sales team's accuracy in monthly revenue and margin forecasting by serving as your team's "Gatekeeper" before an account can appear in each person's forecast
- Using a collection of motivation tools to maximize the daily sales production of each of your Sales People
- Implementing Key Performance Indicators (KPIs) as the backbone of your monthly and quarterly, individual performance reviews
- Map out both your current "Selling Process" and your key customers' "Buying Process"
- Identify your "Sales Books" needed for success at each step of your customers' "Buying Process"
- Improve your team's daily "Selling Time" to over 50 % of a typical day by identifying your sales team's biggest time wasters
- Use sales enablement tools to take daily tasks off of your expensive, fully costed, sales people in order to free them up to sell

- Working closely with your marketing staff to improve your firm's "Lead Generation" process so that your Sales People only receive qualified or weighted leads and you commit to complete sales follow up for each lead

Your Return on Investment in 12 Months:

We have designed this seminar so that you can expect to receive a 100% dollar return on your direct seminar cost within the first 12 months after the last day of this seminar.

Remember that included with the seminar price are three, live, instructor led, reinforcement webinars for your employees.

These are offered at months 4, 8 and 12 months after the seminar to help ensure that your staff is immediately implementing many of the profitable ideas contained in the seminar.

Who Will Most Profit by Attending:

This program is for newly appointed or prospective sales managers who will be responsible for recruiting, hiring, training and managing both field sales people and inside sales people.

Our Faculty:

Our Faculty Member for this seminar is, Paul Sheehan.

Paul is Managing Partner of The Taylor Group International, headquartered in Chicago, Illinois. The firm specializes in the following areas:

- Sales force training and development
- Sales management training and development
- Key accounting selling and coaching
- Sales and sales management curriculum design and development

Recent clients of the firm include:

American Airlines	BOWE Bell + Howell
Canada Life Insurance	Chamberlain Group
Crane Co.	FedEx Express
GE Aviation	Hilton Hotels Corporation

Honeywell	Johnson Controls Inc
Kohler Company	Livingston International
Merck	MOOG Inc
Novartis	Canon Solutions America
Panasonic	Pfizer
SIEMENS AG	Starbucks Coffee
Toronto Dominion Bank	Walt Disney

In addition to his consulting duties:

- Paul has served as a member of the Sales and Sales Management Faculty for the world's largest training organization, the American Management Association since 1993

- He is also an Adjunct Professor of Sales Management at the Schulich School of Business at York University in Toronto.

Paul has been invited to speak by such diverse groups as The Conference Board, Canadian Professional Sales Association and Sales and Marketing Management's magazine Power Selling forum.

Paul earned his undergraduate degree at the University of Toronto and his Masters of Business Administration at the University of Western Ontario.

Paul is past Vice President of the Chicago Sales Training Association (CSTA) and Past President of the Customer Relationship Management (CRM) Association in Chicago.

Paul can be contacted at:
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Website: www.taylorgroup.us

Program Details:

Module 1: Recruiting and Hiring

- Hiring as a continuous process
- Creating a functional job description for sales people
- Create a "Sale Candidate Profile"
- Sales candidate sources
- Screening and selecting from the applications
- Interviewing skills
- Second round interviews for finalists

- Reference checking and background investigations
- Intelligence, personality and interest testing

Module 2: The "Onboarding" Process

- Benefits of a well trained sales force
- Current trends in sales training
- Creating a training checklist of skills and knowledge for a successful sales person
- Creating a sales process and training new sales hires to use it 100% of the time
- Training through field coaching
- Training through sales meeting
- Training through semi-annual or annual sales conferences

Module 3: Sales Force Compensation

- Total compensation target
- Select a balance between performance pay and fixed pay
- Reward both positive actions and results
- Include your top performers in your plan analysis, suggested changes and anticipated problems
- Salary vs. commission plans
- Use of bonuses to reward positive actions and superior results
- Expense reimbursement should be fair, controllable, fast, simple and flexible
- Fringe benefits, mandatory plus competitive options in your industry

Module 4: Sales Force Organization & Architecture

- Salesperson break-even point and contribution margin
- Select your distribution channels - Direct, Indirect (e.g. reps, brokers, wholesalers), TeleSales, Internet Store
- Organize your channels by products, services, market segments, key account or geography
- Sales force size - How many direct, indirect, channel partners, Internet stores do you need to cover your market
- Territory creation for equal potential
- Managing your sales channels to over achieve annual sales quotas

Module 5: Sales Forecasting & Planning

- Bottom up sales forecasts offer benefits and problems
- Top down forecasts
- Industry specific forecasting methods - Dollar, quantity, monthly, quarterly
- Sales plan - Tactical action to ensure each salesperson over achieves quota

Module 6: Motivating Salespeople

- Forms of motivation
- Motivating the plateaued salesperson
- Reward positive action and results with recognition
- Share individual successes widely internally within your firm and externally with your customers
- Money and non-money motivators
- Education and industry leadership opportunities

Module 7: Performance Evaluations

- Select the key business drivers to be appraised regularly
- Select your Key Performance Indicators (KPI) for each driver
- Create a meaningful rating system
- Prepare for each performance evaluation interview

Module 8: Sales Process Improvement

- Map your current "Selling Process"
- Map your customer's "Buying Process"
- Improve your sales process and sales results by giving your sales channel more time to sell
- Use "Plan, Do, Check, Act" implementation model by William Edwards Deming
- Implement changes in small chunks each quarter forever!

Module 9: Sales Enablement

- Use Customer Relationship Management (CRM) tools to support your sales process, not the reverse
- Identify the biggest time wasters by sales channel
- Replace time wasters through process change and electronic tools (e.g. proposal management, expense management, e-Signatures, electronic document websites)

Module 10: Integrate Your Revenue Generation Process

- Create and implement a winning lead generation process
- Create and implement rules for when a sales lead leaves marketing and travels to inside sales, or outside sales channels
- Create and implement rules for lead management - "Use it or lose it!"
- Learn to recycle leads back internally until a future time when their need to act increases

(End of Seminar Description)