


## Sales Management 3.0




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Optimize the performance of the sales team

 5 days

 French

 5 months

You have arrived at a point in your career where you have determined that leading a sales team requires a special balance. A balance between managing your team to achieve short-term results and investing in changes that are necessary to be appealing for the customer in the future and to achieve good results.

You have concluded that a short-term focus can easily lead to fleeting and short-term sales results and your team runs the risk of lacking behind. You also know that the risk of long-term focus is that you and your team build a pie in the sky and you never get the 'treasure chest'.

How could the combination of the best of both terms look like for you? In addition, just like us, you know that the biggest challenge for a sales manager is to develop a team that is happy to achieve the desired qualitative and quantitative results.

How do you develop sales representatives in such a way that you stimulate their entrepreneurship and at the same time they contribute in a structured way to the ambitions of the team?

## For who?

Managers of sales organizations and sales teams, Marketing managers and Business Development managers.

## After completing the training

- For you personally: clear and sharply defined ambitions for your sales team with an appealing approach for realizing these ambitions. Initiating and managing change in such a way that your most important team members, internal and external stakeholders are enthusiastically involved and contribute to the desired results.

- For your organization: steadily growing business results, driven by an energetic sales organization that proactively anticipates challenges that can stagnate sales and turn them into successes.

## Program

### Day 1: The Entrepreneur

- Gaining style flexibility.
- Understanding the key roles of a sales manager.
- Capturing strategy, culture, and structure to ensure motivation and action.
- Making the right choices for growth.
- Setting objectives for growth.
- Engaging people to contribute.
- Communicate the changes ahead to get full support and contribution.
- Getting a "YES" from those who can decide and support.

### Day 2: The Transformer

- Reporting on results achieved.
- Being prepared and able to manage the reactions to change.
- Using drivers and obstacles for change proactively.
- Mastering the fundamentals of communication with impact.
- Engaging people based on strength.
- Balancing leadership styles to create clarity, involvement, and engagement.

### Day 3: The Business manager

- Reporting on results achieved.
- Developing the sales roadmap.
- Helping people to perform by proactive control mechanism.
- Understanding stress factors.
- Mapping my team members to ensure the best personal attention.
- Coaching my sales team members
- Leading sales meetings with impact.

### Day 4: The Business partner

- Reporting on results achieved.
- Knowing your client and their business.
- Identifying opportunities where we can add value.
- Understanding the key players in the buying process.
- Co-create a value proposition that demonstrates real value.
- Finding allies in a negotiation situation.

### Day 5: The Ambassador

- Reporting on results achieved.
- Activating The Challenger Salesperson.
- Be the inspiring field coach to develop the other one
- Connecting, testing, and selecting the next generation employees.
- Building and actively using social networks.
- Testing the key principles of the sales manager.

# Learning Tools



## Application in daily life

- The most important point to profit from the learning journey: apply your learnings!
- Action plans are defined already in the training room to allow the participant to evaluate his progress against his own standards in daily life



## Learning goals discussion with manager

- In a one-to-one meeting, the participant and their manager discuss and define the goals to be reached with this training
- Only if the participant knows what the manager and the employer is expecting from him, they can work towards the expected results



## Intense classroom training

- Lively, interactive training days are the backbone of the learning journey.
- Positive confrontation and feedback stimulate to change the behavior.
- Interaction within the group allows to learn from peers in a safe yet challenging environment



### **Memo Card App**

- Smart and easily accessible reminders of key lessons learned.
- Customisation possible.



### **361° online self & peer evaluation**

- Online survey which gives participants a clear view on the impact of their own behaviors.
- Gets stakeholders around the participant involved in the learning journey.
- Creates favorable conditions to give and receive feedback.

## Location



### Location

#### Paris

NOVOTEL PARIS  
CENTRE BERCY  
85, rue de Bercy  
75012, Paris  
France

### Training days

10 Oct 2024  
14 Nov 2024  
13 Dec 2024  
24 Jan 2025  
11 Feb 2025

### Language

French

### Price

EUR 5599 (excl. VAT)

Register →



## General terms and conditions

<https://www.krauthammer.com/terms-and-conditions/>

## Reach out to us

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