

sales performance workshop

| | |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| description | A two-day workshop examining the factors that lead to outstanding sales performance |
| who should attend | Sales Managers looking to increase the performance of their sales teams General Managers looking to understand what makes for outstanding sales performance |
| features | <p>The performance of sales organisations depends on a number of interrelated factors. The Sales Performance Workshop identifies these factors and outlines how they can be exploited by any organisation.</p> <p>VISION - Where are we going? Vision gives a sales organisation a sense of purpose and direction. Vision is the guiding light for the whole organisation.</p> <p>STRATEGY - How will we get there? Strategy specifies how the vision is achieved and provides the means to get there. Strategy is the driving force for the whole organisation</p> <p>INVOLVEMENT - How do we fit in? Involvement is about communicating what the strategy means for everyone. Involvement is the glue that holds the organisation together.</p> <p>PERFORMANCE - What is expected of us? Performance is not only about hitting targets, it's also about those actions and behaviours that get the right things done.</p> <p>MOTIVATION - What will we get out of it? Motivation is about the psychological contract that exists between people and the organisation. Motivation creates the desire to succeed.</p> <p>DEVELOPMENT - How are we doing? Development is about helping people give their best and relates to appraisal, coaching and training. Development helps people get better.</p> |
| format | Tutorial style presentation of concepts & techniques. Full delegate participation in practical exercises and group work. Exercises to help delegates apply principles in their own organisation |
| benefits | More Powerful Product and Sales Propositions Identification of Better Business / Customer Opportunities Quicker Sales Cycles Ability To Sell Higher Value / More Sophisticated Propositions More Targeted Development & Training / More Motivated Salespeople More Professional & Effective Management Better Internal Integration Between Groups & Functions |

For more details of our consultancy and training support

call us direct on 01235 770791

or fax us on 01235 766701

visit our web site at www.a-t.co.uk

Email us at training@a-t.co.uk

sales performance workshop

For more details of our consultancy and training support

call us direct on 01235 770791

or fax us on 01235 766701

visit our web site at www.a-t.co.uk

Email us at training@a-t.co.uk