

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

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