



## Leadership and Sales Management

**An interactive 2-day workshop specifically designed for the scientific, healthcare and technology industries**

This course will provide delegates with a thorough grounding in the skills and techniques required to become a successful Leader and Sales Manager. Your employer will benefit from increased profitability, more accurate forecasting, improved team working, and satisfied customers. The learning experience is highly interactive and places strong emphasis on practical outcomes.

### *Benefits*

- ✓ Understand your own personal **leadership style** and how it affects the performance of others
- ✓ Know how to build a **team spirit** based on genuine commitment to a vision for the future
- ✓ Know how to set and use **performance standards**
- ✓ Learn how to **coach** your sales people to become self-sufficient so that they bring you solutions, not problems
- ✓ Conduct **field visits** that are productive for your sales person, your customer AND yourself
- ✓ Run **sales meetings** that your people will want to attend
- ✓ Improve your **forecasting accuracy** by using your sales process
- ✓ Free up your time and energy so you can focus on the opportunities that will have the greatest **positive impact** on your business
- ✓ Be eligible to receive ongoing **mentoring and advice** at no extra charge.

## *Your Trainer*



Steve Cole has over 20 years experience of managing sales teams, and implementing sales training and management development programmes in the scientific, healthcare and technology markets.

His approach is challenging yet enjoyable.

Steve has considerable international experience having worked throughout Europe, North America and the Far East

## *Who should attend?*

- ✓ Field Sales Managers or Sales Directors recently appointed to the position
- ✓ Experienced managers who have received no formal training or development support previously
- ✓ Experienced managers seeking fresh ideas and a new approach
- ✓ Senior sales people already with management responsibility
- ✓ Senior sales people seeking to develop their skills and knowledge in order to advance their career into sales management

## *Pricing and dates*

**£950 + VAT**

**See website for dates**

Price includes:

**FREE** Belbin team role analysis

**FREE** performance management pack

**FREE** copy of (probably) the best book ever written on managing people

**All** course material and refreshments

Please note this course is non-residential

## *Methodology*

The workshop will take place over 2 consecutive days. There will be case studies and role plays to practise the key elements of the job. You will also develop practical projects to implement in the workplace.

Places will be limited to 8 delegates in order to focus on practical outcomes which provide a lasting benefit. There will be strong emphasis on:

- ⇒ Developing the coaching skills needed to become a true leader
- ⇒ Team dynamics and development
- ⇒ Application of the strategy using business planning techniques
- ⇒ Roles, responsibilities and performance standards

**For further information or to reserve your place on this important workshop, call 07493 089528**