

# Effective Sales Management: How to Build a Winning Sales Team (1st Edition)

## Course Specifications

**Course Number:** CCT-050\_rev4.0

**Course Length:** Self-study or classroom training

## Course Description

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

**Course Objective:** The learning objectives for Effective Sales Management are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The objectives of this book are:

- To show how to recruit a successful sales team.
- To explain sales training.
- To explain strategies for motivating salespeople.
- To discuss evaluation techniques.

## Course Content

### Part 1: What Sales Management Is All About

Who Is a Sales Manager?  
Setting Your Objectives  
Ten Qualities of a Winning Sales Manager  
What Successful Sales Managers Do  
Time Management

### Part 2: Recruiting

Beginning Your Search  
Conducting the Interview  
Evaluating Candidates  
Hiring and the Law  
Making the Hiring Decision  
Making the Offer  
Checking References

**Part 3: Training**

- Getting Off to a Good Start
- Putting Your Training Plan Together
- Keys to Training Salespeople
- A Two Day Training Program
- Training Never Ends

**Part 4: Motivating and Managing Salespeople**

- Set a Good Example
- Concentrate on Productivity
- Prospecting
- Closing
- How to Sustain High Performance
- Sales Manager's Troubleshooting Guide
- Quotas and Incentives—1
- Quotas and Incentives—2

**Part 5: Evaluating Your Sales Team**

- Why Do Evaluations?
- Communication
- How to Conduct a Performance Appraisal
- Following Up – Three Suggestions
- Two Keys to Superior Performance
- Recognizing and Addressing Problems
- Compensation Guidelines
- Correcting/Adjusting Compensation
- Terminations

**Part 6: Some Final Thoughts**

- Some Final Thoughts
- Moving from Succeed to Excel
- Voice of Experience
- Rewards for Top Achievers
- Develop a Personal Action Plan
- Growing as a Sales Manager
- The Perfect Sales Manager