

Program Title	Dragon Sales Force Management Skills
Program Duration	2 Days
Workshop Description	<p>Managing sales people can be brutal and an endearing experience. We expect our sales people to develop independence, yet expect them to report in. We want them to hasten the sales cycle yet they must abide to slow processes. We expect them to be motivated yet hold them back when a superiority complex kicks in. Don't you just adore the Sales Manager role?</p> <p>The Dragon Sales Force Management Skills workshop is developed specifically for sales leaders and management teams. This is a comprehensive program that provides insights into the myriad of challenges in day-to-day sales management and operations. Focusing on People and Operations, this workshop seeks to achieve high performance and productivity. Additionally, it takes a closer look at the market trends, customer insights and knowledge that are invaluable to the success of a sales team. The Who, What, When, Where, Why and How's of sales force management are explored, analyzed and laid out in an action plan upon completion of this workshop.</p>
Who Should Attend?	<ul style="list-style-type: none"> • Head of Sales • Head of Marketing • Head of Business Development • Head of Operations • Head of Retail Management
Program Learning Objectives	<ul style="list-style-type: none"> • To efficiently manage an effective Sales Force; • To manage operations through improved understanding of key elements required for high sales performance; • To develop the essentials of a high energy Sales Force environment; • To assess and develop competency in a Sales Manager/ Leader with the knowledge and skills to manage and maximize internal resources; • To gain confidence in managing unpredictable and emotional sales people; • To develop a deep understanding of high performance sales metrics and how to achieve desired results; • To learn how to provide morale and performance boosters for their sales teams.

<p>Program Outline</p>	<p>Module 1: Sales Force Management in the Challenging Soft Economy</p> <ul style="list-style-type: none"> • The Current Challenging Market Trends and Economic Evolution Impact on the Sales Environment • Understanding the Sales Workforce in the New Economies: Knowledge (Gen-X) and the Experience Economy (Gen-Y) • The 5 Characteristics of a High Performing Sales Force Management Team – Assessment of Current Team <p>Module 2: Understanding the Dragon Selling Methodology</p> <ul style="list-style-type: none"> • The Buyer Investment – Information, Time and Trust • The Sales Professionals Investment – Present/ Future Needs • Qualifying Key Customers to Justify Sales Relationship Management • Working with Key Customers to Develop Win-Win Partnership Situations for Mutual Benefit and Profitability <p>Module 3: Profiling & Recruiting Dragon Sales Professionals</p> <ul style="list-style-type: none"> • The Importance and Identifying the Key Elements in Recruiting the Right Sales Professionals for your Sales Team • The Wisdom and Procedures of Identifying and Creating a Dynamic Sales Team Mix • Sales Workforce Competency Identification and Managing of Behavioral Interviewing Skills <p>Module 4: Mentor, Coach, Train & Develop (MCTD) Sales Professionals</p> <ul style="list-style-type: none"> • The Impact of MCTD and How it Works to Achieve Results in a Pressuring Sales Environment • The MCTD 4 Approaches to Manage the 4 Types of Sales Professionals • The Best in Class Practice of Continuous and Consistent MCTD <p>Module 5: Leveraging on Sales Numbers to Achieve Goals and Motivate the Sales Force</p> <ul style="list-style-type: none"> • Setting Long Term Sales Objectives, Establish Quarterly Goals and Focusing on Immediate Monthly Targets • Developing and Designing Key Performance Indicators (KPIs) to Evaluate Performance for Sales Target Achievement • Developing and Designing an Effective Results Driven Sales Performance Management System <p>Module 6: The Dragon Sales Leadership to Motivate the Sales Workforce</p> <ul style="list-style-type: none"> • Formulating the Inspiring Long Term Strategic Plan Supported
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	<p>by Clear Sales Force Vision and Mission</p> <ul style="list-style-type: none"> • The Power of Continuous and Consistent Motivation: 5 Key Sales Force Stimulation Strategies • Developing & Managing the Key Components of a Successful Sales Action Plan and Implementation Program
<p>Training Methodology</p>	<p>The training methodology is delivered based on the Sales Dragons experiential learning methodology. This will include:</p> <ul style="list-style-type: none"> - High impact short lectures - Challenging activities and role plays - Insightful experience sharing of challenging sales staff management - Sales manager vs. sales people interaction role plays - Non-stop action packed interaction - Instant feedback from Sales Guru