

Workshop Title	<b>Understanding Sales Team Dynamics</b>
Workshop Duration	1 Day
Workshop Description	The Understanding Sales Team Dynamics workshop is developed for individuals who lead sales teams. It is an advanced workshop that provides insights into the day-to-day management and leading of target focused teams. Participants will be presented with a series of opportunities to analyze their leadership styles and approaches. This begins with an understanding of the fundamentals of leadership and progressing to the necessary knowledge and skills to lead others and manage sales teams effectively.
Who Should Attend?	<ul style="list-style-type: none"> <li>• Sales Team Leaders</li> <li>• Sales Supervisors</li> <li>• Senior Sales People</li> </ul>
Workshop Learning Objectives	<ul style="list-style-type: none"> <li>• To understand that leaders are essential to the success of a team;</li> <li>• To appreciate the role of values in leadership in sales;</li> <li>• To develop the competency to manage and maximize human capital;</li> <li>• To provide morale and performance boosters for the team;</li> <li>• To be aware of individual strengths and weaknesses in managing others;</li> <li>• To develop influencing interpersonal skills;</li> <li>• To understand the approaches in fostering a motivating work environment;</li> </ul>
Workshop Outline	<p><b>Module 1: Developing Leadership Communication and Interaction Skills</b></p> <ul style="list-style-type: none"> <li>• Communicating a Culture of Knowledge Sharing</li> <li>• Self Projection - Developing Positive Verbal and Non-verbal Communication Skills</li> <li>• Tools of Supportive Communication – Counseling and Coaching</li> </ul> <p><b>Module 2: Making Teams Work in a Sales Environment</b></p> <ul style="list-style-type: none"> <li>• Identifying the Attributes for Successful Teamwork to Achieve Targets</li> <li>• Understanding the Barriers to Successful Teamwork</li> <li>• Ideas to Motivate Your Sales Team with Consistent Creative Teambuilding Activities</li> </ul>

	<p><b>Module 3: Conducting Sales Meetings/ Briefings</b></p> <ul style="list-style-type: none"><li>• Breaking the Ice and Building Relationships: Introductions, Agenda, Objectives and Expectations</li><li>• Managing Participants: Participation Techniques</li><li>• Situations: Discussions, Conflicts and Decision Making</li></ul>
Training Methodology	The training methodology will include short high impact lectures, extensive role-plays, exciting games, thought provoking activities, presentations, discussions, idea sharing with continuous evaluation and real-time feedback from the facilitator.