

SALES MANAGEMENT INTENSIVE WORKSHOP

**CATAPULT YOUR PROFESSIONAL SUCCESS
AND THAT OF YOUR TEAMS WITH OUR
#1 SALES LEADERSHIP TRAINING
PROGRAM**

CALLING ALL SALES LEADERS

DIRECTORS: Duane Lue Fung (Chairman), Paul B. Bryan (Managing Director)

THINK GROW LEAD – The Training Masters, 47 Hope Road, Kingston 10, Jamaica. W.I. Tel #: 876-978-1364

How Is Sales Management Affecting Your Sales Numbers?



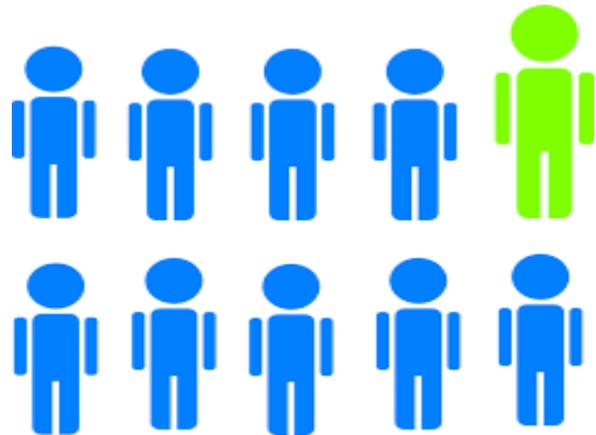
“1 out of 5 Sales Managers should not be in Sales Management”



“4 out of 5 Sales Managers SUCK at coaching”



“1 out of 3 Sales Managers cannot be trained or coached up”



“Less than 1 in 10 Sales Managers in Jamaica has been trained in Sales Management”. - TGL Survey

From the Analysis of over 100,000 Sales Managers by Objective Management Group (OMG). The # 1 Rated Sales Force Assessment Company Worldwide.

SALES MANAGEMENT INTENSIVE

The Premier Sales VP & Sales Manager Training in Jamaica



Are you developing your sales leadership skills to catapult you, your team and company's success or are you doing enough just to maintain the status quo?

Today, a company needs every possible efficiency, effort and effectiveness from its sales managers and salespeople to get ahead, emerge or remain at the forefront of its industry. Companies that vigorously pursue ways to realize greater levels of performance are innovating, learning, growing and will win.

This top-rated two-day conference is for the sales leaders with the growth mind-set. In this intensive sales management and leadership training, you will drive innovation by showing sales leaders how to systematically and strategically grow sales at more than average rates.

Whether you have 2 salespeople or 200, an underachieving team or a sales force that performs well, this training is for you who are committed to having an over achieving sales team.

At the Sales Leadership Intensive, you will receive tools, strategies, tactics, mindset, knowledge and practice that sales leaders and managers will need to transform their sales force and grow revenue and profit.

In just two days you will dramatically increase your skill, competence and confidence in:

- **Sales Coaching Strategies and Tactics** – you will conduct live coaching calls during the event and be critiqued on your effectiveness.
- **Sales Accountability Strategies and Tactics** – you will conduct live accountability calls during the event and be critiqued on your effectiveness.
- **Sales Motivation Strategies and Tactics** – you will move people quicker and more impactfully.
- **Sales Leadership Best Practices** – you will get more from your sales manager/s

You will get trained and developed in:

1. The fundamental DNA for Sales excellence and how to develop those in your team.
2. The 5-fundamental sales management and sales leadership skills
3. Driving sales growth through benchmarking and aligning with best practice sales processes.
4. Shaping your environment for sales excellence including dealing with people, personal and cultural challenges and personal conflicts.
5. Why, when, how and who to coach.
6. How to coach the 11 coaching personalities, and the 4 primary sales coaching components (pre-call, post-call, lesson learnt & action plans)
7. The 17 best sales coaching questions to drive improvements and performance.
8. The 11 core things to listen for in a coaching interaction.
9. Being effective in 10 of the most common sales coaching scenarios.
10. Pipeline development, management and metrics. Distinguishing quality from quantity while improving forecasting accuracy.
11. What is accountability and how and when to hold people accountable.
12. The 12 behaviours and milestones to measure and hold sales persons accountable for.
13. The format of the powerful 15-minute Daily Huddle.
14. The 4 steps to change behaviour.
15. Your role as Motivator and when and how to do it.
16. Understanding what motivates, what positively and negatively impacts motivation.
17. How to create and execute incentive programs that connects with different motivational drivers and working with the budget you have.
18. The 7 qualities you must have to effectively motivate your team.

You Will Leave with:

- A science-based evaluation report on your current sales management and sales leadership skills with clear and specific recommendation on your development priorities.
- A Customized, Predictive, Visual, Staged, Criteria-Based Sales Pipeline
- Customized Metrics to Drive Revenue in your sales team.
- Customized Metrics to Keep Your Pipeline Full and Balanced
- Solid competence in Sales Leadership and Sales Management

Who Should Attend?

Sales Managers, Sales VP's, Sales Directors, GM's, C-Level Executives, Business Development Managers and Entrepreneurs.

You Qualify to Attend if.....

- You have salespeople and/or sales managers that report to you – ***this isn't theory!***
- You have an open mind and are change ready – ***No time to defend the status quo!***
- You can spend two days away from your office – ***it will not be available on DVD!***
- You are courageous – ***if you're afraid of change we discourage your attendance!***
- You are committed to significant growth – ***If you are OK with mediocrity, stop reading!***
- You must implement the lessons you learned – ***no time wasters!***
- You will sit through 2 days of comprehensive development – ***no stepping out!***
- You will participate – ***no audits!***
- You will take responsibility – ***no excuse makers!***

Your Trainers

 Paul B. Bryan	<ul style="list-style-type: none">▪ Led and managed small, large and remote teams in Banking growing funds managed by over \$7Billion in 4 years.▪ Lead Trainer & Coach for Harvard's online leadership programs in the Caribbean between 2008 & 2015.▪ Trained and developed over 1,000 Executives, Managers, and Sales persons across the Caribbean.
 Duane Lue-Fung	<ul style="list-style-type: none">▪ Founded and developed a \$450 Million, # 3 in the Caribbean, Business Solutions Company.▪ Developed and led a 20,000-strong global sales team in commodities distribution.▪ The 2007 Governor General's awardee for Entrepreneurship.

Logistics:

- **Duration: 2 Days**
- **Location:** Kingston, Jamaica
- **Time:** 8:00 am-5:00 pm on both days.
- **Includes:** World leading sales management assessment, Participant Workbook, Breakfast, breaks and Lunch each day.
- **Post Workshop Support: Two** 1-hour group implementation coaching and training sessions.

WORKSHOP AGENDA – DAY 1

8:00 AM **BREAKFAST**

8:30 AM **INTRODUCTION: CREATING A CHANGE-READY SALES FORCE**

Before you can grow revenue, and develop, train, or coach your salespeople, they must be change-ready. This session will help you emerge as a “change leader” to create positive and progressive movement within your sales organization to help shape the necessary improvements for growth.

9:00 AM **ASSESSMENT REVIEW: IT’S ALL ABOUT YOU**

As part of the Sales Leadership Intensive, participants complete a Sales Manager or Sales VP Evaluation. In this session, we will review some of the important findings and discuss the value to your organization when you make the changes identified in the report.

10:00 AM **BREAK**

10:20 AM **EXPLORING THE IMPACT OF SALES PROCESS**

Did you know that 91% of companies either lack a formal, customized, structured sales process, which is effective, or their salespeople are able to follow? In this session, we will help you create a simple, yet customized, optimized, and structured sales process that everyone on the team can follow, and execute to achieve greater results.

11:15 AM **SHAPING YOUR SALES ENVIRONMENT**

As important as it is for your people to be change-ready; you must also create an environment which supports sales coaching. This session will help you identify the areas which must be addressed for your coaching to be embraced.

12:30 **LUNCH**

1 :30 PM **SALES COACHING THEORY**

This session will focus on the theory of sales coaching including types, frequency, methodology, steps, and nuances.

2:30 PM **SALES COACHING IN PRACTICE**

Now that you understand the theory of sales coaching, you are ready to hear actual, unscripted, authentic sales coaching calls, recorded live. There will be group discussions about the lessons learned from both a sales and sales coaching perspective

3:15 PM **BREAK**

3:30 PM **SALES COACHING CONTINUED**

4:45 pm **ASSIGNMENTS**

You will take the masterful sales coach lessons learned from today and apply them to a sales Coaching call which you will conduct later this afternoon, this evening or early tomorrow morning.

5:00 PM **END OF DAY 1**

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SALES MANAGEMENT INTENSIVE



WORKSHOP AGENDA – DAY 2

8:00 AM **BREAKFAST**

8:30 AM **SALES COACHING ASSIGNMENT REVIEW**

Debrief, discussion and lessons learned from the coaching assignment at the end of day one.

9:00 AM **SALES COACHING: DIGGING DEEPER**

Now that you understand the theory of sales coaching have heard authentic sales coaching calls and conducted your first sales coaching call, We will continue the hands on coaching with additional live calls. There will be more group discussions about the lessons learned from both a sales and sales coaching perspective.

11:30 AM **BREAK**

11:45 AM **THE PREDICTIVE PIPELINE:**

Of all growth tools, the sales pipeline should be the single most accurate predictor of future revenue. Unfortunately, for most companies, this just isn't true. In this session, we will help you create a staged, criteria-based, visual pipeline which will deliver on its promise to be accurate and predictive.

1:00 PM **LUNCH**

2:00 PM **SALES ACCOUNTABILITY: MAKING IT WORK FOR YOU**

You have high expectations for your salespeople. Unfortunately, 67% of all salespeople do not hit their numbers. This session will show you how to hold everyone accountable in such a way that exceeding expectations is the norm and falling short is unacceptable.

3:00 PM **MOTIVATION: HOW TO MOTIVATE YOUR COMPLACENT SALESPEOPLE**

Not everyone is motivated by money. This is especially true post-economic crisis and with the younger generation of up-and-coming salespeople. In addition, even some previously money motivated veteransalespeople have become complacent. This session will help you become more effective at motivating these people to reach their fullest potential.

4:00 PM **BREAK**

4:15 PM **RECAP, SUMMARY & NEXT STEPS**

Lessons learned, action plans, next steps and follow-up.

5:00 PM **TRAINING ENDS**

SALES MANAGEMENT INTENSIVE

Jamaica's Premier Sales VP & Sales Manager Training Event



REGISTRATION FORM

Workshop Dates: _____ Registration Closes: 5 Working Days Prior to Start Date

Company:		
Address:	City:	Country
Name:	Position:	
Office Telephone #:	Mobile Phone #:	Email Address:

Kindly accept registration for the following individuals:

	Participant	Title	Email Address
1			
2			
3			
4			
5			

Email Form to info@tgltrainers.com
PAYMENT OPTIONS: 1. US\$ Cheque: Made payable to Think Grow Lead Training Masters. 2. Direct Bank Deposits/Transfers: US\$ Account #: 5501900078, Sagicor Bank Jamaica, 17 Dominica Drive, Kingston 5, Rounting # 081. Transit # 01034,

CANCELLATION POLICY

Applicants will be refunded 50% of total fee paid, if their written notice of cancellation is at least 7 days prior to the date of the programme. There will be no refund for cancellation made within two (2) days of the program start date. Substitutions may be made at any time. The programme facilitators reserve the right to cancel the programme at any time, if there is insufficient enrolment. In that event, full course fee paid will be refunded

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