

# 'SUPER' SALES MANAGER and SALES TEAM MOTIVATION

## M2M LEARNING OBJECTIVE

### WHO SHOULD ATTEND?

Sales, Business Development, Key Account, Country, Dealer Sales Managers/Directors and People involved in Managing and Motivating Sales Team!

#### M2M Skill ONE

Sales Team Commitment/ Capability Analysis – Select Right Style for Right Staff!

#### M2M Skill TWO

Critical Sales Success Factor – Right Sales Force Size to Drive Sales Results!

#### M2M Skill THREE

Develop Annual Sales Plan 2021 – Focus on Revenue and Profit Growth!

#### M2M Skill FOUR

Brainstorm on Meeting Failures and Strategies for Productive Sales Meeting!

#### M2M Skill FIVE

Sales Counseling Success – Eight Key Steps in Counseling 'Difficult' Sales Staffs!

#### M2M Skill SIX

Sales Manager Performance Presentation – Be Solution Oriented and Confident!

#### M2M Skill SEVEN

Develop a Dynamic Sales Compensation Plan – Motivate Team to Achieve Targets!

## FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog [dayone](#))

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Sales Manager is one who Focus on Results and Avoid Blaming the Product, the Company or Lack of Sales Team Support. A Sales Manager can be in 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with their Success and then followed by Irrelevance and Painful Career Decline!

Thus, Focus on Results is a Very Powerful Philosophy for SALES MANAGER SUCCESS as it requires us to Develop, Motivate and Retain a Competent Sales Team!



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# 'SUPER' SALES MANAGER and SALES TEAM MOTIVATION

**A Customer Obsession – Sales Manager Leadership and Sales Team Success**

## PART A 'SUPER' SALES MANAGER and SALES TEAM MOTIVATION

1. **A Customer Obsession** – Change your Leadership Style and Driving Sales Team to Amazing Results!
2. **SUPER Sales Manager Success** – Sales Leadership, Team Development and Motivation!

## PART B SALES LEADERSHIP and TEAM DEVELOPMENT

1. **SALES MANAGER LEADERSHIP SUCCESS**
  - A. **Sales Leadership in New/Existing Sales Team** – Autocratic, Interactive, Team and Superior Styles!
  - B. **Dealing with Difficult Sales Staff** – Negative Influence, 'Trouble Maker', Lack of Drive, etc.
  - C. **M2M Skill ONE** – Sales Team Commitment/Capability Analysis – Select Right Style for Right Staff !
2. **SALES TEAM STRUCTURE – RESULTS-FOCUSED TEAM**
  - A. **Re-Structure NEW Sales Team** – Redirect Sales Intensity on A/B/C Customers for Higher Profit/Revenue!
  - B. **Sales Team/Customer Contact** – Team Size, Visit Frequency, Market Penetration and Market Development!
  - C. **M2M Skill TWO** – Critical Sales Success Factor – Right Sales Force Size to Drive Sales Results!

## PART C DRIVING SALES PLAN IMPLEMENTATION

3. **DEVELOP DYNAMIC SALES PLAN 2021**
  - A. **Market Opportunity Analysis** – Identify Products/Services Growth Potential and Profitable Market Niches!
  - B. **RIGHT Corporate Sales Strategies** – Develop Market Penetration or Market Development Strategies
  - C. **M2M Skill THREE** – Develop Annual Sales Plan 2021 – Focus on Revenue and Profit Growth!
4. **SALES MEETING FOCUS – WIN TEAM COMMITMENT**
  - A. **Sales Meeting Strategy** – Sales Planning, Performance Review, Customer Proposal, Team Motivation, etc.
  - B. **Sales Meeting Styles** – Apply Right Tactics to Different Meeting Member Capability and Work Attitude!
  - C. **M2M Skill FOUR** – Brainstorm on Meeting Failures and Strategies for Productive Sales Meeting!
5. **SALES TEAM PERFORMANCE REVIEW and TRACKING**
  - A. **Sales Team Performance Analysis** – New, Non-Achievers, Achievers and Independent Staffs
  - B. **Conduct Staff Performance Review** – Daily, Weekly, Monthly and Adhoc Follow-up
  - C. **M2M Skill FIVE** – Sales Counseling Success – Eight Key Steps in Counseling 'Difficult' Staffs!

## PART D TOP MANAGEMENT CONFIDENCE and SALES MOTIVATION

6. **WIN TOP MANAGEMENT TRUST**
  - A. **Present Sales Team Achievement 2021** – Sales Objectives, Sales Success/Failures and Corrective Action
  - B. **Win Top Management Confidence and Respect** – Deliver Performance and Team Success!
  - C. **M2M Skill SIX** – Sales Manager Performance Presentation – Be Solution Oriented and Confident!
7. **SALES TEAM SELF-MOTIVATION STRATEGIES**
  - A. **Sales Team Goal Setting and Annual Review** – Develop Annual Company, Family and Personal Goals!
  - B. **Dynamic Sales Compensation Plan** – High Salary, Low Incentives vs Low Salary, High Incentive!
  - C. **M2M Skill SEVEN** – Develop a Dynamic Sales Compensation Plan – Motivate Team to Achieve Targets!