



2010 Sandler Strategic Sales Management and Leadership Program (SSMP)

Monthly Agenda Topics (10 Sessions)

Each Session should also have time for problem solving and current issues

January

Growing and Managing Current Customers

- Knowing what questions must be asked of new and long term customers to get more business and not lose what we have
- Debriefing your sales people
- Helping your sales people to prospect

February

Managing Activity vs. Managing Sales

- Developing expectations with your sales people
- Goal and quota setting
- Accountability, tracking, performance reviews
- Salary vs. Commission Discussion
- Incentives
- What does, and does not motivate

March

Effective Coaching

- How the major weaknesses impact performance
- Implementing the core competencies for sales success
- Fixing common sales problems
 - Call reluctance
 - Inability to get qualified appointments
 - Talking too much
 - Not asking the right questions of the right people
 - Getting “yes” and “no” decisions

April & May

Recruiting, Interviewing, Testing and Hiring Stronger Sales People

- S.E.A.R.C.H Template
- Primary Function Identities
- Writing the ad and Where to place it
- Interviewing Strategies (telephone and face to face)
- Role Play Interviews, using Reversing
- Interviewing Mistakes and how to avoid them
- Using Sales Candidate Screenings and Evaluations
- Hiring to fit your company culture
- Managing Turnover



June

Managing Complex Sales

- Fundamentals of Team Selling
- Selling to Multiple Decision Makers/Committees
- Knowing your competition
- How to Pre-Brief and Debrief the Sales Call (Pre-call strategy)
- Managing the Proposal Process

July

NO SESSION

August

Negotiation Strategies for Sales Managers

- Biggest negotiation mistakes to avoid
- Rules for effective negotiations
- Strategies and Tactics to use
- Negotiation Tactics used on you
- Knowing your Negotiation Counterpart(s)

September

Improving Communications

- Involving Senior Management in Sales and Sales Training
- Improving Listening Skills
- Developing a “No Excuse” Mentality
- Running effective Sales Meetings
- Conflict Management
- Maximizing “ride withs, windshield time” and joint calls to coach better

October

Understanding Your People

- Helping your team to get through slumps
- Overcoming Fears of...(success, failure, risking, rejection and the unknown)
- Recognizing when you/your people are stuck in comfort zones and how to break out of them
- Knowing what makes each of your people “Tick”
- Working with different personality types
- Procrastination

Nov/Dec

Mastering Your Leadership Skills

- Supervising
- Coaching
- Training
- Mentoring
- Delegating
- “On Boarding” New Sales People
- Up Front Contracts with new people
- Managing Marginal Performers
- Guidelines for Termination

“A competent leader can get efficient service from poor troops, while an incompetent leader can demoralize the best troops” – General John “Black Jack” Pershing

LEADERS ARE MADE, NOT BORN!!