

SALES MANAGEMENT

Harnessing Human 'soft' Skills to Deliver Results

Becoming an exceptional sales manager begins with introspection, accepting your fallibility, and cultivating a continuous improvement mindset. Learn how to take your team's performance to the next level with your ability to adapt and lead.



100% Online & Interactive



The Complete Package: Theory & Practice



Satisfaction Guarantee



24/7 Access: Learn at Your Pace

Module 1

Self-appraisal

Through acknowledgment, understanding, and self-acceptance, you initiate inner transformation. Self-awareness, a vital aspect of emotional intelligence, enables sales professionals to self-evaluate, gain clarity, and enhance personal and professional growth.

In this module, you will:

1. Identify why taking control of your development is critical to your growth.
2. Review steps to conduct a personal SWOT analysis.
3. Recognise why a personal development strategy and sacrifice are interconnected.
4. Demonstrate the importance of having a powerful and inspiring 'why'.
5. Relate why asking for help is an important part of the self-development cycle.

Module 2

Embracing Change

Sales managers juggle various tasks, personalities, and growth strategies. Change is inevitable for success. This module guides aspiring managers in understanding, accepting, and proactively managing change for themselves and their teams.

In this module, you will:

1. Assess why embracing change is critical to success.
2. Review the role change plays, evaluating its impact and recognising the factors that influence resistance to change.
3. Recognise the role of mentors and trusted advocates when navigating change.
4. Identify the cause of frustrations and how to effectively manage them.
5. Evaluate ways to recognise bias and maintain a growth mindset.

Module 3

Personal Vision

Sales managers need full commitment to their vision and buy-in from their team. Think of your vision as a mission statement, guiding your personal and professional alignment. It is a powerful barometer that can keep you on track and an active compass when making big decisions.

In this module, you will:

1. Explore the significance of personal vision, its connection to commitment and passion.
2. Recognise why understanding your team members' vision can help both them and you.
3. Determine the difference between interest vs. commitment, and assess the engagement levels of those around you.
4. Evaluate the impact of your default actions.
5. Assess the importance of delegation and setting priorities.

Module 4

Personal Values

Our beliefs shape our behaviours and actions. Understanding this cycle and embracing continuous learning can help challenge and refine our ingrained paradigms. Values are the compass guiding our decisions. This module explores the influence of personal values as they evolve with personal growth and development.

In this module, you will:

1. Identify why values are the key to personal development and growth.
2. Review the need to understand bias in the decision-making process.
3. Recognise the importance of setting personal standards and using these as a benchmark.
4. Realise why finding shared values within the team is necessary in supporting collaboration and growth.

Module 5

People and Perspectives

Dr. Wayne Dyer famously said, “If you change the way that you look at things, the things you look at change.”

Understanding diverse viewpoints enriches our reality. As a manager, recognising various perspectives within your team, client interactions, or cross-functional collaborations enhances your understanding of stakeholders' subjects and motivations.

In this module, you will:

1. Recognise the value of different opinions for improving organisational and team culture.
2. Evaluate what happens when you do not consider other viewpoints when making decisions.
3. Explore the importance of a diverse network in effective relationship management.
4. Demonstrate how to proactively manage pressure and recognise the impact of stress when making decisions.
5. Practise how to develop mental toughness and resilience.

Module 7

Improving Results

Every experience holds valuable lessons for sales managers. By reflecting, analysing, and adapting, they can continuously improve and achieve better results.

In this module, you will:

1. Identify the importance of situational awareness and knowing what is broadly going on around you.
2. Review the value of reflection before making a significant decision.
3. Recognise when to step back and when to get involved.
4. Assess the idea of ‘creating the narrative’ to help team members understand the context.
5. Explore how to use mind mapping to organise information in a meaningful and structured way.

Module 9

Personal Credibility

Everything you do or say consciously or unconsciously is either working towards building your profile and credibility or working against it. What will you accept?

In this module, you will:

1. Identify positive and negative contributors to your personal credibility.
2. Assess why attitude cannot be coached.
3. Explore how to manage conflict and handle difficult conversations.
4. Evaluate the relevance of what others say about you and how it impacts your credibility.

Module 6

Changing Habits to Improve Performance

Sales managers must appreciate the effect of positive and negative habits that impact their development and growth. If you don't take control of your habits, they will control you.

In this module, you will:

1. Evaluate why the understanding, planning, and motivation linked to changing a habit is critical to improving performance.
2. Recognise the impact of procrastination and avoidance.
3. Review the benefits of applying the 80–20 principle to new habits.
4. Identify the layering impact that bad habits have over time.

Module 8

Decision-making

Sales managers should act promptly, avoiding procrastination, and communicate decisions effectively with their teams. This module highlights the consequences of poor decision-making and offers guidance and tools for becoming more decisive.

In this module, you will:

1. Realise how learning is accelerated through making decisions.
2. Review the impact of procrastination on decision-making.
3. Assess the difference between taking calculated risks versus gut feeling.
4. Evaluate the impact of forcing a decision when there is no consensus.

Module 10

Sales Coaching

Master effective coaching by evaluating your style and identifying key sales management skills. Learn to overcome common barriers for impactful coaching.

In this module, you will:

1. Review what coaching entails and when to use it effectively.
2. Evaluate your default coaching style and explore the coaching spectrum.
3. Identify the critical skills that underpin your ability as a sales manager.
4. Review the common barriers when providing sales coaching.
5. Discover how to have effective conversations using the