

WORKSHOP 5 – MANAGING & MOTIVATING SALES TEAMS (3 DAYS)

OBJECTIVE: To provide participants with an understanding of how sales management techniques and motivational concepts and techniques can be applied within a financial services environment to maximise the performance of sales teams.

OUTCOMES: On completion of the programme participants will understand the nature and importance of actively managing and motivating members of sales teams and will be able to apply a range of sales management and motivational concepts and techniques to achieve individual and group sales success within a financial services environment.

TARGET AUDIENCE: All sales managers or potential managers of sales teams that sell bank products and services.

CONTENTS

Day 1

Session 1 – Management and leadership

Session 2 – The key people motivators

Day 2

Session 1 – Mentoring & coaching

Session 2 – Problem solving & dealing with low morale & team complaints

Day 3

Session 1 – Inspiring creativity, setting & attaining goals

Session 2 – Delegate presentations & review

DELIVERY: The programme will be conducted in English and will incorporate group work, case studies and delegate presentations.

DURATION: 30 hours

For more information or for alternative courses contact:

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