

WORKSHOP 6 – BUILDING A SALES TEAM (5 DAYS)

OBJECTIVE: To provide participants with an understanding of how to build a successful sales team that can achieve sales targets within a financial services environment.

OUTCOMES: On completion of the programme participants will understand the key principles that are involved in building and establishing an effective sales team and will be able to apply the appropriate sales and management concepts in the workplace.

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

CONTENTS

Day 1

Session 1 – Leadership, management & the elements of a successful team

Session 2 – Recruiting and assessing team members

Day 2

Session 1 – Overcoming the barriers to effective team building

Session 2 – Training, developing and mentoring team members

Day 3

Session 1 – Organising, motivating, controlling and monitoring the sales team

Session 2 – Delegate presentations & review

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

DURATION: 18 hours

For more information or for alternative courses contact:

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