



MARKETING AND SALES Team Management

Course Introduction:

Getting the most out of your sales team is essential if you are going to achieve your company's full potential. But it's not always easy. Sales people operate in a stressful environment where they are exposed to rejection and frustration. Effective organization and motivation of the team is vital.

It is no secret that highly motivated individuals create opportunities and generate more business. This workshop provides practical and effective ideas for creating and maintaining high levels of motivation and team spirit.

Course Objectives:

By the end of the program, participants will be able to:

- ✓ To raise the performance of the salesforce through the application of leadership, motivation and teambuilding techniques.
- ✓ To provide participants with the knowledge, skills and tools to build their teams into more effective, efficient and motivated units.

Who Should Attend?

Sales managers or supervisors who have limited formal training in motivation and leadership techniques.

Course Outline:

- ✚ Motivational Factors
- ✚ Team Roles
- ✚ Leadership Style and Application
- ✚ Situational Leadership
- ✚ Goal Setting
- ✚ Communicating with the Team

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session