

Rhema Sales Force Development Courses

Course Title: Sales Force Management

Duration: Two Days

Course Objectives:

As a result of this course you will be able to:

- Understand the importance of balancing performance requirements with the satisfaction needs of sales people
- Identify and agree performance measures with your sales people
- Monitor and review the performance of your sales people to agreed performance measures
- Use a performance problem solving process and skills to improve a sales person's performance
- Identify a sales person's job satisfaction needs and use them to motivate them
- Use coaching skills to grow sales people's capabilities

Course Content:

- The Sales Force Management Process
- Setting objectives and behavioural performance measures
- Monitoring and assessing performance
- The importance of periodic reviews
- Handling performance problems
- Handling different sales person reactions
- The satisfaction management process
- Using coaching skills to improve performance