

SALES MANAGER

THE



Most Misunderstood
Most Crucial
Missing Link

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Presented by: John Moore

LOCATION: Devorris Center for Business Development

DATE: April 2-3

MOOREPOWER
SALES VISION

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Time	Topic	Speaker: John Moore
8:00-8:30 am	Registration, Welcome and Introductions	
8:30 - 10:00am	The Vital Role of Sales Manager! What is it really? <ul style="list-style-type: none">• Super salesperson?• The Closer?• The Presenter?	
10:00 - 11:00 am	Your Personal Sales Manager Self-Assessment <ul style="list-style-type: none">• What skills do you bring to the sales management role?• What hidden weaknesses will prevent you from execution in the best possible way?	
11:00 - 12:00 pm	Getting your Team Ready! <ul style="list-style-type: none">• What needs to change for your sales team to become more effective?• How do you roll out systems that were never there in the past?	
12:00 - 1:00 pm	Lunch on site	
1:00 - 2:30 pm	Your Sales Process <ul style="list-style-type: none">• Unless you have a documented sales process, how can you coach your salespeople?• In this section we will help lay out your sales steps.	
2:30 - 4:00 pm	Sales Coaching <ul style="list-style-type: none">• How much time do you spend coaching your sales team to higher performance?• Do you know what sales coaching really entails?• This is a most crucial aspect of sales management.	
4:00 pm	Training ends – lessons learned	

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DAY TWO

Time Topic Speaker: John Moore

8:30 - 10:00 am Sales Coaching continued
• We will do case studies and role plays to help bring sales coaching to life.

10:00 - 10:30 am Sales Pipeline Management
• Are you responsible for giving revenue predictions?
• Ever get burned with fluffy numbers?
• Learn how to make the pipeline more than a fantasy guess!

10:30 - 12:00 pm Accountability
• Which comes first? The sales or the activities that lead to the sales?
• Many managers say making their numbers is more of a "crap shoot".
• What accountabilities do you need to have in place?

12:00 - 1:00 pm Lunch on site

1:00 - 3:00 pm Recruiting
• You have only a few chances to recruit stronger players and most people blow it.
• Learn a systematic process and help you change your recruiting strategies and hire new salespeople who will execute stronger sales.

3:00 - 4:00 pm Motivation
• Learn the fine points of motivating your sales team.
• You'll learn the art of motivation to keep your team fueled for success.

4:00 pm Training ends – lessons learned
• Commitments
• Next Steps

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