

Managing your Team for Higher Performance

MAY 01 NOV 13

Who Should Attend:

Sales managers who are responsible for delivering a sales target via their sales team across the short, medium and long-term. The course will be of benefit to both newly appointed managers and experienced managers.

- Identify the fundamentals required to create a high-performance culture
- Successfully develop and drive their sales team and its performance through a structured feedback process
- Host and facilitate sales meetings that achieve real and actionable results
- Create enhanced levels of commercial acumen within the sales team

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2 / Clayton Hotel Cork City, Lapps Quay, Cork, T12 RD6E

Increasing Sales by Telephone

APR 25 - Cork JUL 19 OCT 04

Who Should Attend:

Sales Executives who use the telephone to generate meetings or build better relationships with prospects and customers to effectively promote products or services by telephone.

- Evaluate their current telephone skills level
- Develop an appropriate telephone call structure based on best practice
- Learn how influence works over the phone
- Increase their telephone sales results

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

TRAINING SCHEDULE 2018

MAY 01 Managing Your Team for Higher Performance	JUN 05 Getting Sales Meetings	JUL 17 Business Networking Skills	AUG 09 Business Networking Skills	SEP 11 Coaching Skills for Sales Leaders	OCT 04 Increasing Sales by Telephone	NOV 01 Negotiating The Sales Price
MAY 10 FMCG - National Account Management	JUN 19 Coaching Skills for Sales Leaders	JUL 19 Increasing Sales by Telephone	AUG 16 Strategic Planning for Sales Managers	SEP 13 Key Account Management	OCT 11 Business Networking Skills	NOV 12 Getting Sales Meetings
MAY 22 Linkedin Strategy for Sales Managers	JUN 21 Key Account Management	JUL 24 FMCG - National Account Management	AUG 28 Linkedin Strategy for Sales Managers	SEP 20 Linkedin Strategy for Sales Managers - Cork	OCT 24 FMCG - National Account Management	NOV 13 Coaching Skills for Sales Leaders

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TRAINING SCHEDULE 2018



THE SALES
INSTITUTE

The Network for Progressive Sales Directors

Negotiating the Sales Price

NOV 01

Who Should Attend:

Experienced sales executives and account managers who wish to prepare and execute a total negotiating plan to obtain the very best revenue outcome through the different phases of negotiation.

- Plan and manage the negotiation process through its different stages
- Negotiate within a preferred supplier framework
- Prepare and design a total negotiating plan that can be used in the workplace
- Identify customer's negotiation behaviours, objectives, motives and tactics

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

LinkedIn for Sales Managers

MAY 22

SEP 20 - CORK

AUG 28

Who Should Attend:

Sales leaders whose sales teams use LinkedIn as part of their reach out prospecting strategy and who need to improve the number of prospecting leads they currently get from this social selling tool.

- Fully integrate LinkedIn into the sales process
- Plan sales operations by setting LinkedIn teams objectives which are consistent with commercial goals
- Encourage, motivate and drive social selling performance of their sales team
- Develop a set of metrics and outcomes to help track and improve the sales teams LinkedIn interaction

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2 / Clayton Hotel Cork City, Lapps Quay, Cork, T12 RD6E

FMCG National Account Management

MAY 10

JUL 24

OCT 24

Who Should Attend:

National Account Managers and Key Account Managers in the FMCG sector with responsibility for driving product and brand growth through category performance in key supermarket customer chains.

- Understand their own commercials and measure total investment
- Understand the retail formats and channels
- Understand retailer operations & best practice
- Establish the service levels of the retailer

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

Getting Sales Meetings

JUN 05

NOV 12

Who Should Attend:

Sales people who are responsible for getting B2B or high-end B2C meetings.

- How to use email, phone, linkedIn and networking together to get meetings
- Implementing a multi-touch prospecting sequence
- Managing & measuring your prospecting efforts
- Developing a compelling value proposition

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

Key Account Management

JUN 21

SEP 13

Who Should Attend:

Sales executives who have responsibility for managing large customer accounts

*Not for FMCG Sector

- Categorize and profile a customer account
- Identify the relevant stakeholders and design a strategy for developing the right relationships
- Evaluate performance and potential within the account
- Write strategically robust account plans

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

Business Networking Skills

JUL 17

AUG 09

Who Should Attend:

Sales leaders and sales executives alike! All sales professionals who attend business networking events and who need to get more relevant sales leads and contacts from attending networking events and conferences

- Develop a networking strategy and integrate it into a personal business plan
- Prepare effectively for business networking events
- Work a room in a structured and systematic way
- Utilize their communication skills and personality to make an impression quickly and build credibility fast

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

Strategic Planning for Sales Managers

AUG 16

Who Should Attend:

Sales managers and sales leaders who wish to develop a greater understanding of sales strategy and the market drivers which shape it.

- Plan sales operations by setting sales teams objectives which are consistent with business objectives
- Objectively evaluate sales team effectiveness and manage team performance
- Create a strategic sales planning process
- Plan and execute the sales plan

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

Coaching Skills for Sales Leaders

JUN 19

SEP 11

Who Should Attend:

Sales managers or team leaders who are seeking to improve the way they coach, motivate and empower members of their sales team.

- Identify what coaching is (and is not) in relation to other development approaches
- Grasp the principles behind coaching, what gets in our way and how it makes a difference
- Learn the key skills needed to be a successful coach
- Have the confidence to put the process and skills to use immediately

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.