



SCIENCE OF SALES MANAGEMENT

Stop Trying to Manage Sales

That's right. It is time to stop trying to manage sales. Why? Because in spite of what you may have learned, you cannot manage sales. The reason is simple. Sales are the output of a process, and you can't manage output. The key to continuous sales growth lies in an understanding of the sales process and how to manage the variables that lead to sales success. Now, through the AXIOM Science of Sales Management program, you can learn how to do just that.

This workshop is built on the fundamental logic that has made AXIOM's Selling Sciences Program the benchmark sales training for hundreds of companies. This logic, applied to the job of sales management, will provide your people with the skills and tools needed to overcome the three greatest obstacles to their success: the absence of a logical, repeatable process for selling, the lack of a process for managing, and the absence of the proper tools to do their jobs effectively.

Studies have shown that coaching can improve sales rep performance by up to 20%, yet effective sales coaching remains an elusive goal for many companies. Most Sales Managers want to be good coaches; they just don't know how. Let's face it, sales coaching is hard and it takes time.

In this module students will identify the key variables that generate sales and learn to measure and manage these to yield consistently greater results. In addition they will learn the secret to motivating sales people and coaching them to maximum sales potential. Not only will you or your sales manager be able to better affect the sales results of individual reps, they will also learn how to build and manage a high performance team. The ultimate result: increased sales and improved profitability.



This workshop includes:

- How the selection process for managers creates barriers to their success
- The key variables they must manage for more predictable sales results
- Creating personal business plans that hold sales people accountable
- Three types of motivation and how to use them for maximum effectiveness
- Managing activity to higher levels
- How to develop sales strategies that teach reps and win sales
- How to use questions to coach reps to greater performance
- How to make certain sales opportunities are truly qualified
- The root causes of sales rep failure and how to identify them
- How to develop sales reps skills and knowledge
- How to reduce turnover and shorten ramp-up times