



St Lucia Chamber of Commerce, Industry and Agriculture  
St Lucia's No. 1 private sector organization

# The High Impact Sales Manager Programme

Wednesday 19th – Thursday 20th April, 2017

Registration information

Tel: (758) 452-3165

Website: [www.stluciachamber.org](http://www.stluciachamber.org)

Venue:

Palm Haven Hotel

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Res  
Consulting



# Programme Description

Great sales managers are trained – not born. This master-class will support them in making their sales teams more effective. It will help strengthen their sales team leadership, and deliver on their “numbers” and commitments. Managing a sales team is a challenging process at the best of times; but today's open economy has spawned a more aggressive, competitive environment. The job has become more complex and stressful.

High-Impact Sales Manager is an in-depth, certificate-level sales training programme for experienced and newly-promoted sales managers and supervisors. Our training provides frontline sales managers with the proven skills, knowledge and tools they need to drive performance and competitiveness.

We shall explore the principles and practices that are at the heart of managing a modern sales force. We will examine the skills, structure, and systems that sales managers and their people need, to build the business and generate consistent revenue. We will illustrate these tools and techniques with concrete cases and exercises, to encourage hands-on application and practice.

Sales managers need new competencies and approaches to be successful. Increasingly, they are required to be sound strategists and resilient leaders, with the ability to inspire their team, and integrate the sales effort across the business. This program will prepare them for this brave new world by increasing their familiarity and application of core techniques proven to increase sales and profits.

**Cost:**  
**Early Bird Special until 31 March 2017**  
**Sales Management Programme \$2500.00**  
**per person**

## **This programme is You:**

Sales managers bringing their teams up-to-speed on key concept, with the latest tools and techniques

Frontline sales managers or supervisors, needing to strengthen their sales team.

Experienced sales managers with an interest in adding new skills to their toolkit.

Newer sales manager coming to terms with their current role and in achieving sales targets.

Those key persons in a company, responsible for generating revenue.

Senior executives who need to strengthen their company's business development.

## **Participants will learn how to:**

Develop a team of sales champions.

Develop robust sales plans.

Design a more effective sales organization.

Enhance sales force productivity & performance.

Develop & implement a coaching process.

Better link compensation & Incentives to results.

Develop your sales vision and strategy.

Inspire lead and motivate your Sales team.

Explore the evolving role of sales management.

Develop your leadership skills and style.

**Prices subject to increase from 1 April 2017**  
**Special Membership rates available**  
**Group special – 10% discount for groups of 4 or more.**

Registration Deadline Friday 7 April 2017.