

Building Winning Sales Teams: Recruitment, Training, and Motivation

Develop the skills to carefully choose, competently instruct, and successfully inspire your sales team. Receive practical knowledge that will improve your capacity to build successful teams that regularly produce exceptional results.

AUDIENCE

Sales team leaders and managers

VALUE

Allow participants to explore strategies for assembling effective sales teams through careful recruitment.

Teach participants how to develop a comprehensive training program that equips sales teams with the necessary skills.

Equip participants with techniques to inspire and retain sales talent and foster a high-performance culture.

OBJECTIVES

- Develop the expertise to strategically identify, recruit, and onboard top talent for your sales team.
- Cultivate the art of motivational leadership, learning to inspire and empower your sales team to consistently exceed performance expectations.
- Acquire the skills to design and implement effective sales training programs that empower your team members with the knowledge and skills needed to excel in their roles.
- Foster a culture of collaboration and cohesion within your sales team, ensuring that each member works harmoniously toward shared goals.

CONTENT

The Crucial Role of Effective Sales Team Leadership

- The Significance of Effective Sales Team Leadership in Achieving Organizational Success

Crafting a Winning Sales Team

- Characteristics of a High-Performing Team
- When to Recruit a New Member?
- What to Consider When Recruiting
- What to Avoid in Recruitment
- Types of Salespeople
- When to Hire Each Type
- How to Make Sure You Include the Different Types on Your Team
- How to Introduce the New Member to Your Team

Effective Sales Training Programs

- How to Develop a Tailored Sales Training Program for Your Team
- Training Methods and Techniques
- How to Foster a Culture of Continuous Learning Within Your Team
- How to Assess the Effectiveness of the Training

Motivational Leadership in Sales

- The Psychology of Motivation and How to Apply it Within Your Sales Team
- The Various Leadership Styles and Their Impact on Team Motivation

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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3
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