

Real Sales Manager



A Development Programme for aspiring and new Sales Managers in complex B2B, enabling them to be as effective as possible, as quickly as possible.





The majority of sales managers working in complex B2B arrived in their role with little training or planning. If they were lucky they had a boss who coached and supported them, but often they were left to figure it out for themselves.

The really lucky ones worked for a company that invested in training and personal development, and maybe they had participated in some general management development training.

Sales Management is different to general people management, not only because the people that you are dealing with are often highly motivated, difficult, smart, task focused, greedy, selfish, self starting, argumentative etc... but you have a very clear aim in life, and success and failure will be fairly easy for you, your boss, and the rest of the company to be aware of.

You will have a 'honeymoon period' but it will not last that long, and you will have a steep learning curve. The aim of Real Sales Management is to accelerate that learning curve. For some the programme will give them a great preparation so that they can get off to the best of starts in their new role; plus it will help them decide if it really is for them. For many the programme will start as they take up the role, and will help them greatly as they struggle through that initial period, asking questions like:

- what is this job really all about?
- how do I run a pipeline review, and survive the grilling that my new boss will give me?
- what is my "management style"; should I be hard or soft, one of the team or keeping my distance?
- how do I go about hiring people?
- what should I do with sales people who are not making their numbers?

Many experienced sales managers have also found the programme useful as they look to refresh their performance, or put in place foundations that they were never given when they started in the role

Motivate elite salespeople aspiring to management

Accelerate time to maximum productivity for new sales managers

Refresh experienced sales managers

Practical Focused Challenging Supportive

The programme consists of two key elements:

Online, on-demand training

A selection of modules, each with a core video based element, plus exercises and activities, together with recommended and optional reading and further activities. Many people start with our 'set menu' Essentials Collection of modules, and then move to an 'a la carte' customised programme designed by one of our Accredited Coaches, consisting of tutorials and exercises to be completed between coaching sessions.

Personal Coaching

Research by the International Personnel Management Association (IPMA) found that 'training on its own increases productivity by 22%, whereas combining it with coaching increases productivity by 88%'

The training element will give you relevant tools and 'food for thought' but nearly all sales managers starting out want and need the help to focus on their very particular situation. We strongly recommend that you sign up a coach for at least a one hour session following each module. This can be a more senior sales leader from your own organisation, or an external coach, as they will have the time, focus and independence to make sure that you get the best out of the experience, and Steve Hoyle, or one of the accredited Real Sales Management coaches are available to assist you.

Further information

Please go to www.realsalesmanager.com for further information, to arrange a short introductory discussion, and to book directly on the programme

