

Developing World-Class Sales Teams: How to Assess, Coach, and Train Winners

SALES MANAGEMENT WORKSHOP AGENDA

Tuesday, March 23rd, 2010

Conference Center of the American Management Association
Chicago, IL

7:30 *Continental Breakfast and Networking*

8:00 **Welcome and Introductions**

8:15 **Underlying Research:** *ASTD World-Class Sales Competency Model*

8:30 **Module 1 – Trends in Selling**

- Identify the trends and pressures driving today's sales professionals, and their impact on professional development in the sales field.
- Identify how sales people learn best, and how to apply this knowledge to maximize the impact of sales training.
- Identify the key elements required for driving sales effectiveness.
- Identify the changing buyer expectations and the behaviors that customers are looking for from sales team members.

9:00 **Module 2 – The Foundation of World-Class Sales Team Development**

- Recognize the purpose and uses of a Competency Model
- The key elements of ASTD World-Class Sales Competency Model[®].
- Identify the four common and critical competencies required according to the World-Class Sales Competency Model[®] research.
- Determine the 13 critical areas of expertise that world-class sales teams need to develop according to the World-Class Sales Competency Model[®] research.
- Identify the benefits of the ASTD World-Class Sales Competency Model[®].
- Understand the implications of the definition of world-class sales team development as it pertains to those job functions that are directly responsible for revenue generation and indirectly responsible for revenue generation.
- Understand the difference between sales competence and sales capacity.

10:30 *Break*

10:45 Module 3 – A Blueprint for World-Class Sales Team Development

- Identify the five levers of the *World-Class Sales Team Development Framework for Sales Performance*.
- Examine the key factors of the *Science* lever.

12:00 Lunch

1:00 Module 3 – A Blueprint for World-Class Sales Team Development

- Explore the key factors of the *Process* lever.
- Understand the key factors of the *Relationships* lever.
- Examine the key factors of the *Technology* lever.
- Explore the key factors of the *Performance* lever.

3:00 Break

3:15 Module 4 – Coaching for Sales Results

- Assess the skill and will of your sales team.
- Differentiate the greater context of professional development that contains training, coaching, and mentoring.
- Understand and evaluate the three anchor points of sales coaching.
- Comprehend the tips for effective sales coaching, so they can be followed immediately with your sales team.

5:00 Closing