

Accountable Sales Management

Summary

To face the VACU world, an organization must increase its agility to improve the customer satisfaction, to gain the competitive advantage. To reach the objective, the organization must enhance the learning capability.

This training program provide the essentials of capability for the modern sales manager. As we know the successful sales representative is not necessary to be a good sales manager, this program will provide the critical capabilities between sales representative and sales manager.

Learning Process

In the program, there will have different activities to help participants to learn the following topics:

- The choice of accountability
- The stages of team development
- The flexible leadership skills
- Motivate with goal communication

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Module	Outlines	Time (m)	Activity
Introduction	<ul style="list-style-type: none"> • Opening by host • Ice breaking • Ground rules • Overview of the program • Activity: What is the challenge? 	30	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 1: The choice of accountability	<ul style="list-style-type: none"> • Objective: to help participants to know the working is not only for corporate performance, all for personal growth • Definition of accountability • The challenges of accountable person • Activity: the true moment of accountability • Process of accountability • Activity: the scenarios of accountability behavior 	120	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 2: The stages of team development	<ul style="list-style-type: none"> • Objective: There are different stages in the team development • Introduction of the 4 stages of team development • The difference leadership styles for each stage • Activity: to identify the current stage of own team, and conclude the action plan 	60	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion
Module 3: The flexible leadership skills	<ul style="list-style-type: none"> • Objective: to identify the subordinate's status quo, and apply the appropriate leadership skill • The categories of leadership skill <ul style="list-style-type: none"> - Instructive leadership skill - Supportive leadership skill • How to choose the appropriate skill to the selected subordinated • Activity: choose one subordinate, and plan the application of learned skill 	90	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • Role play
Module 4: Motivate with goal communication	<ul style="list-style-type: none"> • Objective: Money is only method to motivate employee, there are others • New perspective of Maslow law of needs • Intrinsic motivation • How to incentivize the intrinsic motivation • The motivational goal communication • Activity: choose one subordinate, and plan the application of learned skill 	90	<ul style="list-style-type: none"> • Lecture • Demo • Group discussion • Video • Role play
	Total training time		6:30

Break time : 15 min per am/pm
Lunch hour : 1 hour