

SALES LEADERSHIP & COACHING MASTERY

PRESENTED BY IAN STEPHENS

A three (3) day Sales Management program where participants learn a combination of skills and tools that can be used to motivate and manage the sales-force. The tools are practical, systematic and measurable. On day two, participants learn the practical yet soft skills of coaching and developing sales oriented people, and are equipped with a series of tools that can be used to develop and ensure the sales team lands the revenue target.

PROGRAM CONTENT

- Experience a model to more strategically manage and focus the teams sales activities
- Learn the 7 universal laws governing effectiveness in a sales environment
- Build product or market specific tools which focus the sales team on a defined target market which is aligned to the desired sales and marketing direction of the organisation
- Take on board the 3 laws of Sales Management and leadership
- Create a sales specific Skills Audit system in support of existing Performance Management tools used through HR
- Understand the underlying values systems that drive the way people act and react
- Explore the four roles you need to play as a coach which vary according to the person's desire and capability
- Complete an instrument to discover what motivates you and others, particularly applicable with recruitment and retention
- Learn and practice a simple way to conversationally assist others to re-wire their limiting beliefs
- Appreciate how to adjust your coaching emphasis depending on the coaches' level of knowledge, skill, and motivation

OUTCOMES

Sales Managers or senior leaders will have the mechanisms to manage a diverse and eclectic group of individuals that typically make up a sales team, giving them the confidence for more accurate budget planning and forecasting; They will understand what drives them, and be able to lead and coach the team to generate more aligned results.

Ian Stephens is a trainer with a passion for the practical. His entertaining and dynamic sessions demonstrate how to build and create practical productivity tools, and develop skills that the front-facing sales force can use to increase revenue.

Formerly a management consultant with the international sales / revenue generation specialist, Ian has global experience working with a large range of national and international clients. His expertise creates the means for clients to make their revenue strategies happen.

Who should attend?

- Sales Managers
- Senior leaders responsible for a revenue stream
- Product or Channel Managers



**SALES LEADERSHIP & COACHING MASTERY
SYDNEY
AUGUST 10, 11 & 12, 2011**

**REGISTRATION / TAX INVOICE
(Please keep a copy for your records)**

VENUE:

To be confirmed.

Registrations are from 8.30am. Program starts at 9.00am and finishes at 4.30pm

Registration Fee:

\$2995.00

All prices are inclusive of 10%GST, lunch and breaks, participant workbooks and handouts.

Discounts

For 3 or more delegates from the same organisation, a discount of \$100.00 per person applies.

Cancellations

- Full refund if notice is received two weeks prior to workshop.
- 50% refund if cancellation received at least one week prior to workshop.

Changes to the program

Enrich Management Group reserves the right to alter the content, date or venue if necessary. Every effort will be made to communicate with participants immediately.

In house Programs

This program can be tailored for your own organisation's needs.

For more information, please contact Ian Stephens on 0403175794, or email ian@enrichgroup.com.au

Fax, post or email with payment to:

Enrich Management Group PTY LTD
Suite 1 / 30 White Cedar Drive, Castle Hill
NSW, Sydney, 2154

Ph: 02 9680 1259

Fax: 02 9680 9429

Email: karina@enrichgroup.com.au

Name: _____

Position: _____

Company: _____

Address: _____

Phone: _____

Mobile: _____

E-Mail: _____

Attendee's Names:

Total Payment \$ _____ for _____ attendees via:

DIRECT DEPOSIT BANK: NAB

BSB: 082 574

ACC: 48075 6033

CHEQUE Payable to Enrich Management Group PTY LTD

Visa

Mastercard

Card No: _____

Exp Date: _____ / _____

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