

ManageAbility

Advanced, Manager
Development



PorterHenry
OPTIMIZING SALESFORCE PERFORMANCE



Exclusive Regional Partner
Australia & New Zealand

SALES  **STARS**

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ManageAbility

Field coaching, sales leadership, and the ability to manage sales performance are critical requirements for every sales manager. **ManageAbility** meets the challenge of developing these abilities with leading-edge content, media, and field application in three highly specialized programs. Designed as one-day programs, each can be expanded easily to one-and-one-half or even two days. The workshops are highly participative, reinforced with practice and real-world application. The complete series now includes 10 leading-edge workshops.

ManageAbility programs can be conducted by client trainers in-house after being certified with a train-the-trainer workshop. Porter Henry & Company, Inc., staffers are also available to conduct workshops for your field sales managers. In either case, training sessions achieve maximum impact by utilizing a combination of video, audio simulation, feedback exercises, overhead transparencies, a comprehensive leader's guide, and participant's workbook.

Field Coaching Program

The Field Coaching Program – for the first time – **distinguishes between two types of field coaching: strategic and tactical.** Strategic coaching focuses on using strategy to penetrate accounts, whereas tactical coaching addresses the salesperson's knowledge and skill development. Each requires different approaches, and implementation methods, which are specifically covered in separate modules. The field coaching program contains a number of other unique benefits:

- Prior to the workshop, participating sales managers and their salespeople anonymously **utilize a Coaching Activity Profile (CAP)** to compare field coaching abilities as assessed by the field sales manager, and as perceived by the manager's subordinates. The completed CAPs are analyzed by Porter Henry & Co., and a CAP computer printout of the results is used early in the workshop to identify individual strengths and development needs.
- A major concern for most field sales managers is **how to allocate coaching time according to return on investment.** The Field Coaching Program advances the state of the art with the additions of methods to assess salespeople's knowledge/skill needs and "**CoachAbility.**" These indicators are plotted on a grid, which becomes the springboard for allocating time for optimum results.

- **Positive reinforcement**, a concept that is dealt with lightly in most supervisory training, **is covered in depth** in the Field Coaching Program. Because of the need to coach salespeople on spaced field visits, positive reinforcement is an essential tool to build and buttress skill and knowledge development. Our model covers four essentials for this skill and provides many opportunities for practice.
- **Three audiotaped sales calls, custom-designed to your products, selling style, and marketplace are developed** for each client. These simulated sales calls serve as a basis for individual role practice and enable you to provide real-world coaching applications in the program.

Field Coaching Agenda

- › Introduction and Definition of Field Coaching
- › Implementing Strategic Coaching
- › Developing a Tactical Coaching Plan
- › Planning the Tactical Coaching Visit
- › Observing the Sales Call for Tactical Coaching
- › Conducting the Tactical Coaching Conference
- › Practicing Tactical Coaching
- › Action Planning for Improved Performance
- › Summary



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Sales Leadership Program

Sales Leadership is the first program of its kind to identify the four key forces behind successful sales leadership and to build a training program around them. These forces are: Sales Vision, the ability to create, plan, and communicate sales missions that provide direction and build sales team commitment; Decision Making, the ability to make “right” decisions most of the time; Influence, the ability to empower and motivate the sales team to achieve and surpass its goals; Personal Abilities, the critical mix of qualities that an effective sales leader must have. The following unique benefits are offered by the Sales Leadership Program:

- **A Sales Leadership Profile (SLP) is used to assess 40 competencies**, which focus on the four forces. Prior to the training, sales manager participants, their supervisors, and their sales team anonymously complete the SLP, providing a vital three-dimensional sales leadership profile. A printout of the results is used to highlight strengths and improvement areas and to build a plan for long-range development.
- A variety of **unique instruments, simulations, and exercises** are used to **give each sales manager individual feedback** on the creativity, vision, risk-taking tendencies, and sales leadership style. These training tools set the stage for learning, reinforce application, and accelerate the development process.
- Effective decision making is one of the most visible abilities a sales leader has. This program **introduces a new ROI decision process to analyze available options by comparing the Risk, Opportunity, and Investment factors**. The ROI framework strengthens the sales manager’s ability to make a higher percentage of right decisions.

- **The Sales Leadership Program helps sales managers develop 20/20 Sales Vision** by sharpening their ability to evaluate marketplace opportunities, establish sales missions, and get their sales team committed to a higher level of success.

Sales Leadership Agenda

- › Introduction and Definition of Sales Leadership
- › Creating Sales Vision
- › Decision Making as a Leadership Tool
- › Influencing the Sales Team
- › Developing Personal Abilities
- › Using Influence to Communicate the Sales Vision Plan
- › Summary

ManageAbility Deliverables

- Our staff of full-time professional trainers can deliver the training on an as-needed basis, in workshop format or at national meetings.
- You can purchase each program for in-house ownership certification, and unlimited use.

The core elements of each ManageAbility program:

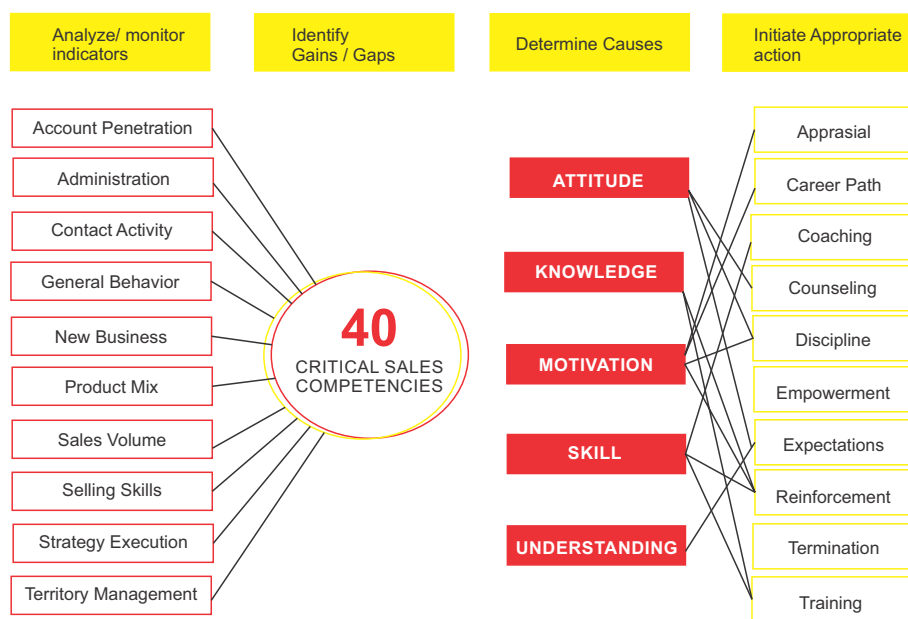
- Comprehensive Leader's Guide
- Participant's Workbook
- Coaching Activity, Sales Leadership, or Sales meeting Profile
- Color Video
- Reinforcement Pocket Card
- Certification of Completion
- Wall Chart
- Train-the-Trainer Session
- Color Overhead Transparencies



Managing Sales Performance Program

Today's field sales managers – challenged by expanded sales teams greater responsibility, competitive pressures – need a performance management system to facilitate decisions, accelerate sales growth, and minimize turnover. Managing Sales Performance will help your sales managers:

- Recognize performance “warning signs and symptoms” before they become sales performance problems
- Analyze a wide range of performance indicators that many managers overlook
- Proactively develop their people by identifying gains and gaps in expected performance
- Determine root causes of performance problems and choose from a wide menu of solutions
- Select the most appropriate actions to reinforce gains and eliminate gaps



In the initial segment of the workshop, the participants are introduced to the above **sales performance model** and then challenged in teams to work through an Action Lab simulation. Their challenge is to **identify the most critical performance needs and determine what action should be taken**. Added learning takes place in a debrief and idea exchange.

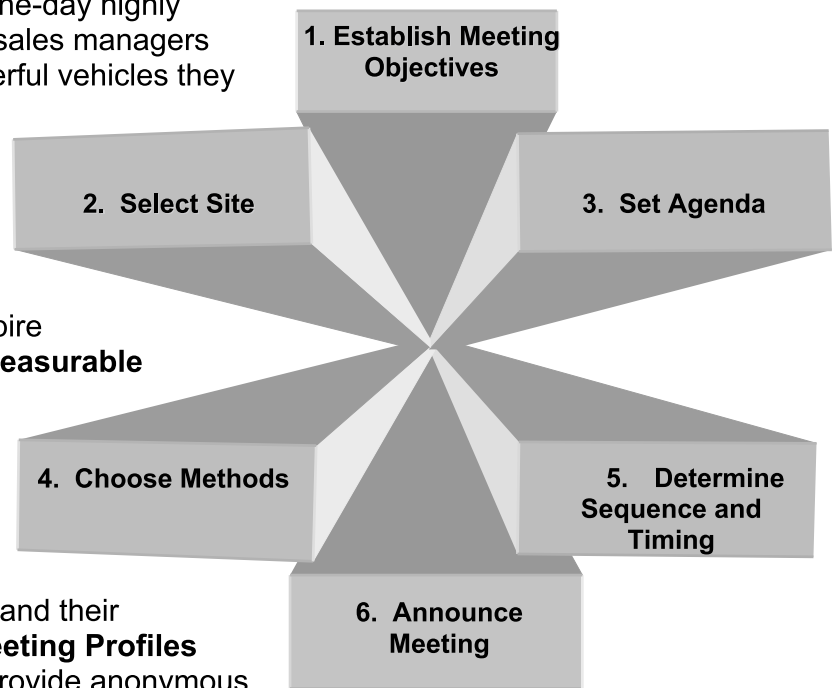
The next part of the workshop focuses on initiating the appropriate **sales manager actions**. A second Action Lab includes role practice opportunities using high-priority sales manager actions: **coaching, counseling, and communicating expectations**. In teams, the participants practice their skills to close gaps and accelerate performance gains. After a debrief, the participants review the three skills in-depth. Ultimately, the participants apply the total performance management system to one of their own sales performers.



Motivational Sales Meeting Program

Motivational Sales Meetings, a one-day highly participative workshop, teaches sales managers how to use one of the most powerful vehicles they have – sales meetings.

- **Challenge salespeople** to turn meeting objectives into action
- **Build enthusiasm** and inspire **participation**, producing **measurable results**
- Convey corporate objectives effectively to **increase sales**



Before the workshop, managers and their salespeople **complete Sales Meeting Profiles (SMPs)**, assessment tools that provide anonymous, objective feedback to each participant regarding his/her sales meeting strengths and development needs.

MOTIVATIONAL SALES MEETING OVERVIEW

● INTRODUCTION

Program objectives, agenda, and guidelines are discussed. The results from the SMP assessment are presented to participants.

● PLANNING MOTIVATIONAL MEETINGS

Participants learn the six steps of planning motivational sales meetings and apply them to a real-life meeting.

● ENHANCING PERSONAL PRESENTATION SKILLS

Effective communications including projection, gestures, and eye contact are discussed, demonstrated, and practiced in a series of fast-paced, fun exercises.

● CONDUCTING MOTIVATIONAL MEETINGS

Participants learn specific techniques for conducting successful and productive meetings in new and exciting ways, how to lead group discussions and activities that get results, how to handle problems that arise during meetings, and how to close for commitment.

● SKILL PRACTICE AND SUMMARY

Working closely with their colleagues in a team contest, participants have an opportunity to put all the skills and techniques covered in the program into practice.



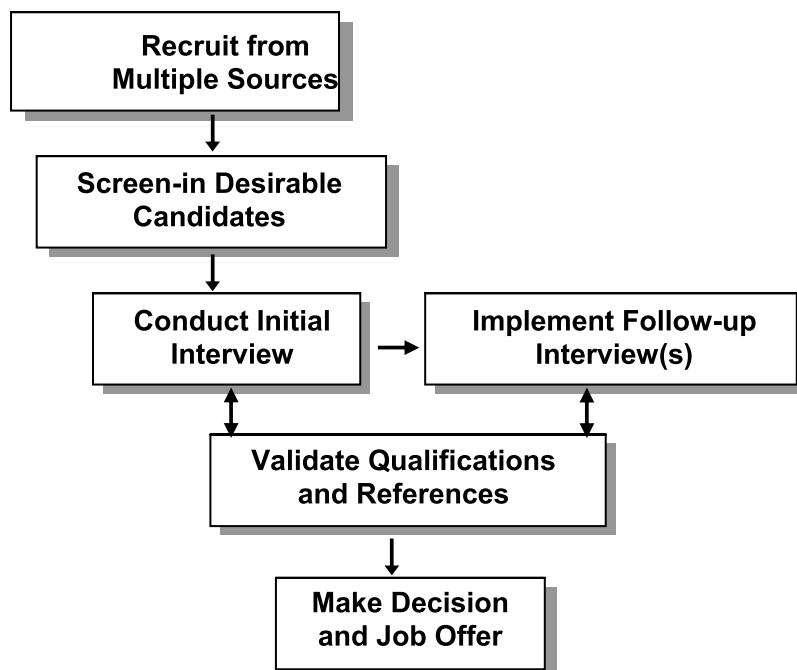
Recruiting and Selecting Stars Program

The quality of every salesforce is ultimately determined by an organization's ability to recruit and hire future sales "stars." **Recruiting and Selecting Stars** meets this need by enabling your sales managers to:

- › **Search efficiently for and select high-potential salespeople who can develop quickly to achieve success**
- › **Reduce the significant cost of sales turnover with improved interviewing skills and selection decisions**

Recruiting and Selecting Stars is an effective one-day training program that provides a **fail-safe selection system**. The system (and training) begins with emphasis on recruiting a pool of qualified candidates using multiple sources and a continual search. Next, it bridges into "screening in" the most desirable applicants--to save the manager's time and to focus on the best people available. In-depth interviewing follows and is a critical step in identifying **success factors such as behaviors, skills, and motivation**; your managers will learn to use a **four-step questioning process** to validate each person's abilities. Also included are do's and don'ts for EEOC compliance, and a **Decision Template to objectively compare the finalists/select the one with the best qualifications**.

The model and system steps are illustrated below.



Recruiting and Selecting Stars is fast-paced and starts with a brief "Star Search" simulation to set the stage and to challenge the participants. The program includes custom components such as a profile of your "ideal" sales candidate and realistic resumes (with backgrounders) to fit your marketplace.



THE ULTIMATE SALES MANAGER ONLINE...

...a leading-edge, custom-designed online curriculum designed to increase sales manager productivity, build sales, and reduce training costs.

BENEFITS	APPLICATIONS
Improves and accelerates sales manager performance	Blended learning, before and after workshop training
Enables manager to build/drive sales team, minimize turnover	A fast start for newly-promoted sales managers
Easy access learning is available any time, any where	Ongoing career development
Reduces workshop cost, saves on travel and time out of field	Assessment for potential, future sales management candidates
Sales management tools enhance on-the-job application	A uniform, "best-in-class" curriculum for your sales manager team
Your LMS will engage managers with interaction, leading-edge content, and feedback.	Reinforcement and new ideas for experienced sales managers

The Ultimate Sales Manager Online Curriculum:

1. *Counseling for Improved Performance*
2. *Managing Priorities and Time*
3. *Managing Sales Performance*
4. *Recruiting and Selecting Stars*
5. *Sales Coaching*
6. *Sales Leadership*

About Porter Henry & Co, Inc.

Porter Henry & Co., Inc. has been a leader in designing salesforce development programs since 1945 with over 30 leading-edge workshops in our **SalesAbility**, **AccountAbility**, and **ManageAbility** series. 137 Fortune 500/1000 salesforces have participated as partners in the development and validation of these courses. This intellectual property has been re-purposed, will be customized for each client.

Porter Henry & Company provides knowledge and skill transfer solutions that enable global enterprises to rapidly deliver revenue-generating product, service, and sales information to their sales channels. Our award-winning content and learning systems are robust and interactive, featuring world-class programs and models, tools specifically designed to improve sales rep and sales manager performance on the job.



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Additional Sales Management Workshops

Counseling for Improved Performance

- ★ **Distance Sales Coaching/SalesDrive Playbook**
- ★ **Managing the Plateaued Sales Rep**
- ★ **Enhanced Presentation Skills**
- ★ **Managing Priorities and Time**
- ★ **The Ultimate Sales Manager Simulation**

LET'S GET STARTED

**Get a FREE Consultation
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