

SALES SKILLS: PERFORMANCE MANAGING A SALESTEAM



Sales Course

LEARNING OUTCOMES

- Build confidence in managing team performance, handling difficult situations, and addressing passive-aggressive behaviour.
- Gain practical skills to generate results through others, including delivering constructive, behaviour-based feedback and running effective coaching sessions.
- Learn to motivate and lead teams using different leadership styles, setting clear expectations, and managing regular 1:1 sessions with team members.
- Develop the ability to define the role and responsibilities of a Performance Manager and apply best practices in performance management.
- Create a personal action plan to identify strengths, address weaknesses, and implement new skills to drive improved sales results.

COURSE OVERVIEW

This course equips you with proven strategies and practical techniques to lead your sales team to success. You'll learn how to set clear goals, motivate and inspire your team, manage performance effectively, and implement tried-and-tested sales methodologies. By the end, you'll be able to drive consistent results, maximise your team's potential, and create a high-performing sales culture that delivers measurable success.

TOPICS COVERED IN THIS COURSE

The Performance Manager

Explore the role of a Sales Performance Manager, key responsibilities, and strategies for driving team success through a practical case study.

Giving and Receiving Feedback

Learn how to deliver constructive feedback and praise effectively, with practical exercises to build confidence.

Leadership Styles

Understand the four main leadership styles and when to apply each, with exercises to adapt your approach for maximum impact.

Sales Performance Management

Discover how to run effective 1:1 meetings and use learning techniques like person profiling to support team development.

Coaching Essentials

Learn your role as a coach and apply practical models like GROW to guide your team's performance.

Learning Cycle and Coaching Structure

Understand how to structure coaching sessions for consistent results and team growth.

Feedback and Key Learnings

Reflect on key takeaways and identify actionable steps to implement immediately.

Review and Close

Summarise course insights, address remaining questions, and create a clear action plan for moving forward.