

## MEANING MORE TO CLIENTS™ SERIES

### THE ProDirect SALES MANAGEMENT FORUM™

#### Business Challenge

Sales Managers today are finding themselves in the midst of a paradox; the need to satisfy a “results now” mandate while developing people over time. Charged with squeezing every last dollar out of the pipeline to stay competitive, sales managers must have real-time visibility into the talent on their teams to ensure the full value from every opportunity.

#### The Focus

The **Sales Management Forum™** is designed to help leaders better manage the talent and processes on their teams. Sales leaders learn to maximize the productivity and overall effectiveness of their human capital while fostering a self-managed high performance culture. The Forum focuses on the need to support salespeople uniquely through all stages of the sales process. Participants learn that *what* they say is not half as important as *when* they say it. Four sales management disciplines are introduced: The Enabler, The Business Manager, The Visionary, and The Expert.

#### Key Content

- Managing through a validated sales process
- Understanding the individual needs and motivations of all levels of sales talent
- Creating a sales performance and career management bond
- Setting performance objectives and coaching for goal attainment using score cards and pipeline tools
- Giving and receiving performance feedback
- Coaching salespeople through a pipeline process

#### Outcomes

By participating in the **Sales Management Forum™** participants will be able to:

- Achieve sales targets more consistently
- Create a more compelling relationship with salespeople and distribution partners
- Engage the total organization beyond Sales
- Recruit, train, and retain the best sales talent
- Field a sales team that is an extension of the brand



#### WHO WILL BENEFIT

**The ProDirect Sales Management Forum™** is for senior sales leaders looking to get more from their people and their organization. Perfect for those who manage salespeople and those who support them across all levels of the sales talent spectrum.

#### DELIVERY

Delivered in a 1-Day session with optional follow-on coaching

#### ABOUT

Founded in 1999, ProDirect LLC is a sales training and coaching company dedicated to helping companies leverage their sales talent. The firm blends sales training, business development tools, and real world coaching to help clients achieve results they can feel. Based in Princeton, NJ, ProDirect serves clients in the Global 2000.