



MERCURI
international

Salespeople management

Mercuri International

Program overview

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This program will teach you how to guide your team towards success as a sales manager or leader. You will learn the best practices to follow when conducting individual meetings, team meetings, or coaching on the field. At the end, you will be able to advise each one of your salespeople on how to become a better professional.

Audience

Sales managers and leaders who want to improve the way they lead their teams to enhance sales performance and job satisfaction.

Duration

Digital content: 3 hours.

Delivery format

100% Digital or in combination with face-to-face or virtual classroom.

Interactive modules, videos, examples, practical exercises, questionnaires, downloadable documents, and open forums to connect with the community.

All material is supported on laptops, tablets and smartphones.

Program overview

1. Introduction

- Reflect on the importance of salespeople management
- Plan for the year ahead using the Efficient Sales Management process

2. The planning meeting

- Prepare for the planning meeting by evaluating salespeople's current results, activities and capabilities
- Create an effective Individual Sales Plan for each member of your team

3. Continuous performance support

- Conduct one-to-one meetings, team meetings and joint customer meetings during the year, to help your team continuously grow and succeed

4. The annual KPI review

- Review the results of the past year's efforts with each salesperson
- Motivate your team to meet their KPIs and follow the action plan you developed together

Content overview

1

Introduction to course

- Why is salespeople management important?

2

The planning meeting

- Evaluate the current year's achievements of your team member
- Discover the characteristics of an effective Individual Sales Plan (ISP)

3

The planning meeting in practice

- Practice your skills in conducting a planning meeting by helping Tina and Axel plan future goals and creating an Individual Sales Plan for Axel

4

One-to-one monthly meetings

- Conduct one-to-one meetings – planned reviews between a manager and the individual salesperson

5

Team meetings

- Lead team meetings efficiently and effectively, involving all team members

6

Joint customer meetings

- Coach salespeople on your team during joint customer visits, to achieve the desired results with the customer

7

Continuous performance support in practice


- Help Tina conduct one-to-one monthly meeting, joint customer meetings, and group meetings to help her team grow their skills

8

Conducting the annual KPI review

- Review the results of the past year's efforts with each member of your team, and set new goals for the year to come

Learning path

 Also available including face-to-face or virtual sessions along the path



Welcome



Open question



Video



Video

Introduction



Video



Essentials



Essentials



Digital module



Interactive video



Essentials



Open question

The planning meeting



Open question



Interactive video



Essentials



Essentials



Essentials



Digital module



Test



Digital module



Essentials



Essentials



Digital module



Video

Continuous performance support



Video



Digital module



Essentials



Essentials



Digital module



Open question

The annual KPI review



Final quiz



Path certification



Grow your people
Grow your business