



# PACE

Driving Sales Performance

## Accelerate Sales-team Performance

This program provides Sales Managers with specialist know-how, skills and confidence to accelerate the productivity and selling performance of their sales team.

### **Sales Managers will:**

- Learn how to identify the key drivers of sales productivity of the individuals in their team
- Learn how to leverage these drivers through a sales performance plan for each person that is designed to accelerate individual and team results
- Learn how to use specialist sales process tools designed to leverage further sales performance
- Review their own performance as an effective sales manager against a benchmark of best practices
- Build an implementation plan designed to leverage the drivers of sales performance through and with the commitment of their team

### **Timing:**

3 challenging and interactive days followed by a detailed Implementation Plan that sales managers are expected to deliver to their immediate manager within 6 weeks.

***“A highly valuable course with fresh and innovative ideas to help common sales management issues, presented enthusiastically, with passion and in-depth knowledge of the sales process. I have taken away many action points to implement into my sales team.”***

Sales Manager, BOC Ltd

### **Who should attend?**

This program is designed for:

- Sales Managers currently running a Business to Business sales team
- Newly appointed Sales Managers or soon to be appointed Sales Managers
- Sales Managers looking to take their sales management ability to the next level
- Sales Managers who recognise a gap in their Sales Management approach or skills
- Sales Managers who want to take “time out” to evaluate their own approach or that of their company
- Marketing Managers who wish to develop a better understanding of Sales Management in the marketing mix

High Performing Sales Managers are always looking to improve their personal capability to drive sales team performance.

Previous success as a high performing sales person does not necessarily guarantee high performing sales management!

PACE Australia provides the foundation and best practice sales management framework to develop a high performing sales team.

This program can turbo-charge their efforts. PACE Australia expert facilitators download years of practical “know-how” in 3 professionally delivered days.

***“If you have one great sales person, you will have one great territory – If you have a productive and effective sales manager, you will have many great territories”***

Kellogg Business School, Northwestern University, Chicago

## ***Strategies developed during the program include:***

- How to be more effective in setting and agreeing a range of targets and objectives for each person that builds a stronger, longer-term business base
- How to Analyse the current situation, set Plans and Monitor progress for the critical selling activities of each sales person that are needed to underpin the planned result they must deliver – the Sales Process Map
- How to use the "Star Performer, Core Performer and Poor Performer" concept to improve overall team results
- How to increase active selling time across the sales team, and reduce the 'time-stealers'
- How to build a "Leverage Model" that expands and amplifies the results building potential of each person in the team
- How to build an approach for each sales person that secures long term, consistent results
- How to analyse the individuals in the team in terms of the qualities and attributes of successful sales people
- How to analyse and investigate the selling strategy of each member of the team to understand their strengths and weaknesses
- How to work with the "Three Levels of Sales Planning Model" to create a stronger and more robust sales strategy for the team
- How to use the 'Sales Process Map' to lead sales people more effectively to increase and improve selling strategies and activities that create new accounts, and grow existing accounts
- How to lead sales people to use the 'Sales Process Map' to identify and manage their territory using critical sales process metrics and benchmarks – at least 20 metrics that each Sales Manager should select from
- How to use the 'Sales Process Map' as a practical roadmap to strengthen the sales pipeline, and to create a stronger and more visible pipeline of sales opportunities for each sales person
- How to use the 'Sales Process Map' to identify and implement at least 30 strategies to build a stronger business
- How to build and apply 'Personal Sales Performance Plans' for each member of the team – 10 practical reasons why you must use Personal Sales Performance Plans
- How to use the 'Sales Process Map' as a means of tracking performance against plan and how to 'Backward Plan' the gap in each person's pipeline vs planned result, and build a corrective plan
- How to be more effective in managing the prospecting strategy and activities of your team
- How to be more effective in managing the major opportunities in your sales team pipeline
- How to more effectively manage key and major accounts through your team
- How to distinguish between "Efficiency" and "Effectiveness" and how to leverage this knowledge to increase selling success and build a stronger business base
- How to be more effective in supporting your sales people to improve sales forecasting – identify factors that increase forecasting and pipeline accuracy

In short, this program shows Sales Managers practical strategies **to increase their team's productivity and sales performance.**



### ***Why sales managers MUST attend***

Every Sales Manager needs a sales productivity and effectiveness improvement roadmap to help them build their sales team and drive results – and a set of tools in a 'tool kit' to support them.

Many managers are promoted into their roles because they were a "great salesperson". They learn the hard way that the job is very different. Being a "good salesperson" doesn't always translate into being a "great sales manager".

Many struggle.

Many Sales Managers take years of trial and error to build their craft. The negative impact on sales performance and confidence of the sales team can be significant.

It's not a clever business strategy.

Understanding and having field sales experience is essential – but there is so much more!

The field sales team – the engine of revenue and profit production for the company – is not the place for 'trial and error' by Sales Managers "trying their best".

## ***What Accelerate Sales-team Performance offers:***

The "Accelerate Sales-team Performance" program offers interactive, practical and proven training on how to influence and guide a sales team to improve their results-generating capabilities.

The program is applicable for all business to business selling environments. It is not suited to Retail selling environments.

The 3 days provides a practical and effective approach to the challenge of sales management by drawing on the extensive experience gained by PACE Australia across a wide range of industries.

### ***The PACE "Sales Performance Improvement (SPI) Framework"***

Understand in one complete model how all the Drivers of Sales Performance work together to create maximum effectiveness and efficiency in sales delivery. There are around 50 Drivers of sales performance. Does your organisation understand this? How can you harness this to maximise sales performance? Do you know how to analyse the source of common sales 'problems' to identify and fix the root causes?

### ***The Sales Process Map***

The Sales Process Map is a logical and practical method to plan and then monitor all the essential selling stages required in the process of Finding, Winning and Keeping new accounts. Without a Sales Process Map, sales people expend their efforts in unfruitful directions. The Sales Process Map provides much needed direction to their efforts. It's simple, it's powerful!

### ***The Sales Leverage Model***

An effective way to deliver significantly improved results is to leverage all points of the sales process, and to capitalise on the efforts and competencies of the sales team. Learn about the concept of leveraging, and how to apply it to produce significant improvements.

### ***Secure long term results***

An easy to understand sales planning model offers a proven methodology for planning and delivering long term results. By linking the day-to-day sales activity of each salesperson to their objectives, you can build a solid base of sales activity to underpin planned results.

### ***Time and activity management in selling***

Selling time in prospect or customer contact is a limited resource. How many sales people waste time on emails and other time-sinks? To be effective, Sales Managers need to show their people how to make the very best use of limited selling time. They need to teach sales people to value selling-time as a critical strategic resource. How to reduce time-wasters and create more active-selling time is an important part of this workshop.

### ***Drive selling activity to produce improved results***

Managers learn how to plan activity that will deliver stronger results through a comprehensive sales-team case study. They leave with a solid understanding that "Activity creates Results. Planned Activity creates Planned Results".

Participants leave the workshop with many concepts and ideas that they can apply with their team. Some fundamental 'take-aways' are:

- A deeper understanding of the factors that drive sales team success and a plan to implement changes in their team
- A leverage model relevant to their business that they can apply immediately with their team
- A feedback process for the Sales Manager to evaluate their own personal effectiveness in sales management
- Practical templates and tools that they can download, customise and implement with their sales team

### ***How the program is delivered***

Case studies, working groups, discussion sessions, information and action planning sessions give the participant a solid framework for future success – and confidence in their demanding roles.

The program is facilitated by experienced PACE Sales Management consultants who have led hundreds of sales performance improvement projects across numerous industries in different economic cycles.

In addition, there is the priceless opportunity to work with, and to learn from the experiences of Sales Managers from other industries. Participants frequently comment that this is an extremely valuable component of the program.

In a short space of time participants can learn valuable ideas and concepts from other businesses that they would otherwise rarely get.

The opportunity to 'step out of the woods to see the trees' and come back armed with many valuable concepts, ideas, processes and tools that they can immediately put into place should be an essential part of every Sales Manager's career development.



## ***Implementation Plan!***

Following the program, participants are encouraged to work on a comprehensive Implementation Plan that they will be encouraged to present to their management.

This assignment contains detailed questions and tasks that enable the Sales Manager to apply the techniques and tools learnt on the Program to their specific situation. It's where "the rubber hits the road". And it creates enormous value for the participant as they take the ideas and methods back to their team.

As we say on the program:

"Knowing WHAT to do is not the same as knowing HOW to do it.

Knowing HOW to do it, is not the same as DOING IT.

Only DOING IT gives a Result!".

We encourage the Sales Manager to sit down with their Manager to assist in implementing the Action Points that have been developed through the Implementation Plan.

It's a very strong process!

### ***What follows the program?***

Sales Managers can arrange a personal coaching program to help them to implement their Implementation Plan, and/or coaching for specific sales related challenges (separate fees apply).

Sales Managers can attend a second sales manager performance improvement program focussed on providing knowledge, skills and confidence in office and field coaching situations, and to provide skills in building a training and development plan for their staff – the "High Performance Coaching for Sales Managers" program.

### ***Your Investment includes:***

Attendance on the 3 day program.

Access to PACE Australia consultants' extensive sales management improvement experience.

Detailed text notes and materials that will be an invaluable reference source for years to come – an information rich workbook, together with other valuable reading materials.

Access to the web based PACE Sales Manager Resource Centre.



## *What previous participants have said*

"I took away concepts from your Sales Management Workshop that will prove invaluable in my role as Sales Manager. I would recommend your course to anyone in a sales manager's role. I have already instituted just two items and lifted the performance of my sales team in just 4 weeks."

**Sales Manager, Lesnies**

"I am leaving today with real, actionable ideas that I believe will be genuinely useful to me, my team and my business. I believe the tools I am taking away with me will improve the planning and account management in my team and increase my control of the outcomes by around 50%."

**Publisher, Readers Digest**

"A great program. The quality of the materials and the facilitators make it well worth the investment of time and money. In particular the tools around coaching and situational leadership are going to prove invaluable."

**Principal and Sales Director, Ernst & Young**

"The PACE Australia Sales Management approach is a recipe for management success. The concepts are fundamental, and it provides the foundation required to ensure that your sales team is being led into driving useful activity and customer contact. Once a manager is given these tools and puts them into effective practice, increased productivity and independence are inevitable."

**NSW Sales Manager, ExpressData**

"The development we are currently undertaking with PACE Australia, for me personally, could not be at a more opportune time. I have only been in my current role as Manager Sales - ACT for the past six months, with nine staff reporting to me. With the management modules that we have undertaken, I am already putting these into practice with measurable results."

**Sales Manager, Qantas Airways ACT**

"The structured approach your company has developed for sales techniques, planning and securing results is professional and pragmatic. The Sales Process Map incorporating prospect pipeline / active customer base has been extremely useful to clearly identify activity requirements to achieve targets, and to understand the amount of business that will be generated from an existing customer base."

**Regional Manager, Westpac Business Banking NSW**

"Excellent, best course I have ever been on. Will improve my skills and productivity greatly. Have no hesitation in recommending it to anyone, thank you."

**State Manager, Optus Mobile**

"The concepts are practical and possible, they can be utilised in any sales organisations. The leverage and motivation segments were very useful and I will use these tactics with my team. This program has helped me with providing simple yet highly effective tools / information to create better sales results."

**Sales Manager, Pacific Magazines**

"Love the concept – very professional. Everything I need to do my job effectively and efficiently. The better trained I am the more effective for Cumberland. It is the best training I have ever had with my team, focussed on sales drivers, budgeting and setting prospecting targets. Overall it was fantastic, thank you."

**Sales Manager, Cumberland Newspaper Group, a News Ltd division**

"A fantastic way to understand in a clear framework the key elements that contribute to successfully managing a sales team. The ideas and tools from this course will help me build a great team of sales professionals that I can measure and manage to deliver our goals."

**Sales Manager, Akzo Nobel Car Refinishes Australia**



### **The PACE Australia approach**

"Accelerate Sales-team Performance" is designed to provide Sales Managers knowledge, skills and confidence to attain excellence in their sales leadership process.

We are confident that Sales Managers will be able to deliver enhanced results through their sales team by creating a stronger and more effective sales management method. This will be achieved through the active commitment and motivation of their people gained by more effective activity planning and use of strategic and tactical sales process tools.

### **FAQs**

Organisations sometimes have questions about how the program will complement and add value to other current initiatives.

To view these questions, and answers to these questions, please visit:

[www.paceaustralia.com.au/accelerate\\_salesteam\\_performance.asp](http://www.paceaustralia.com.au/accelerate_salesteam_performance.asp)



### **About PACE Australia**

PACE Australia is a specialist in sales performance improvement.

We're dedicated to helping organisations across many different industries increase their sales revenue through their people and processes.

Following many years practical experience and expertise, we can help sales managers to build teams that:

- Find and win new customers
- Improve their customer relationships and retention
- Create customer growth

We develop and deliver the knowledge, the skills and the confidence to enable you to become more effective in your sales processes.

Our aim is always to help our clients develop:

- Improved sales performance
- A stronger competitive advantage
- Growth opportunities
- Increased revenues

Having worked in hundreds of sales performance projects across numerous and diverse industries, our experience is extensive.

And our commitment to helping our clients is total.

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