

# Coaching Skills for Sales Leaders

## Who Should Attend:

Sales managers or team leaders who are seeking to improve the way they coach, motivate and empower members of their sales team.

- Identify what coaching is (and is not) in relation to other development approaches
- Grasp the principles behind coaching, what gets in our way and how it makes a difference
- Learn the key skills needed to be a successful coach
- Have the confidence to put the process and skills to use immediately

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

## Leading a Sales Team Toward Higher Performance

## Who Should Attend:

Sales managers who are responsible for delivering a sales target via their sales team across the short, medium and long-term. The course will be of benefit to both newly appointed managers and experienced managers.

- Identify the fundamentals required to create a high-performance culture
- Successfully develop and drive their sales team and its performance through a structured feedback process
- Host and facilitate sales meetings that achieve real and actionable results
- Create enhanced levels of commercial acumen within the sales team

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2

## Upcoming Training Programs

<b>Feb 6th</b> Coaching Skills For Sales Leaders	<b>Mar 5th</b> Business Networking Skills	<b>Mar 28th</b> Executive Presence	<b>Apr 4th</b> Negotiating the Sales Price	<b>Apr 25th</b> Increasing Sales by Telephone - Cork	<b>May 21st</b> Leading a High-Performance Sales Team	
<b>Feb 12th</b> Increasing Sales by Telephone	<b>Mar 8th</b> Prospecting Emails for Lead Gen	<b>Mar 26th</b> LinkedIn Strategy for Sales Managers	<b>Apr 9th</b> Key Account Management	<b>May 3rd</b> Prospecting Emails for Lead Gen	<b>May 28th</b> Increasing Sales by Telephone	<b>Jun 20th</b> Business Networking Skills
<b>Feb 21st</b> Key Account Management	<b>Mar 12th</b> Leading a High-Performance Sales Team	<b>Apr 2nd</b> Strategic Planning for Sales Managers	<b>Apr 16th</b> Coaching Skills For Sales Leaders	<b>May 14th</b> Executive Presence	<b>Jun 11th</b> Key Account Management	

# TRAINING SCHEDULE 2019



# THE EXECUTIVE INSTITUTE

Connecting Organisational Leaders for Growth

The Executive Institute  
30 Fitzwilliam Street Upper,  
Dublin 2, Ireland

T +3531 662 6904  
info@executiveinstitute.ie  
www.ExecutiveInstitute.ie

info@executiveinstitute.ie | 01 662 6904 | www.ExecutiveInstitute.ie

# Negotiating the Sales Price

## Who Should Attend:

Experienced sales executives and account managers who wish to prepare and execute a total negotiating plan to obtain the very best revenue outcome through the different phases of negotiation.

- Plan and manage the negotiation process through its different stages
- Negotiate within a preferred supplier framework
- Prepare and design a total negotiating plan that can be used in the workplace
- Identify customer's negotiation behaviours, objectives, motives and tactics

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

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## Executive Presence

## Who Should Attend:

Sales leaders and senior sales executives who sell into C-level stakeholders and want to develop a compelling Executive Presence; to significantly heighten influencing abilities among colleagues, buyers and customers.

- Understand what qualities/traits matter most in developing strong executive presence
- How executive presence enables you to engage, align, inspire and move people to act
- Master the three dimensions of executive presence - three dimensions – character, substance and style
- Tips & ideas to building your 'personal brand'

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

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## Strategic Planning For Sales Managers

## Who Should Attend:

Sales managers and sales leaders who wish to develop a greater understanding of sales strategy and the market drivers which shape it.

- Plan sales operations by setting sales teams objectives which are consistent with business objectives
- Objectively evaluate sales team effectiveness and manage team performance
- Create a strategic planning process
- Plan and execute the development of customers and territories

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

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## Key Account Management

## Who Should Attend:

Sales executives who have responsibility for managing large customer accounts

\*Not for FMCG Sector

- Categorize and profile a customer account
- Identify the relevant stakeholders and design a strategy for developing the right relationships
- Evaluate performance and potential within the account
- Write strategically robust account plans

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

# Business Networking Skills

## Who Should Attend:

Sales leaders and sales executives alike! All sales professionals who attend business networking events and who need to get more relevant sales leads and contacts from attending networking events and conferences

- Develop a networking strategy and integrate it into a personal business plan
- Prepare effectively for business networking events
- Work a room in a structured and systematic way
- Utilize their communication skills and personality to make an impression quickly and build credibility fast

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.

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## Increasing Sales by Telephone

## Who Should Attend:

Sales Executives who use the telephone to generate meetings or build better relationships with prospects and customers to effectively promote products or services by telephone.

- Evaluate their current telephone skills level
- Develop an appropriate telephone call structure based on best practice
- Learn how influence works over the phone
- Increase their telephone sales results

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2 / Clayton Hotel Cork City, Lapps Quay, Cork, T12 RD6E

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## LinkedIn Strategy for Sales Managers

## Who Should Attend:

Sales leaders whose sales teams use LinkedIn as part of their reach out prospecting strategy and who need to improve the number of prospecting leads they currently get from this social selling tool.

- Fully integrate LinkedIn into the sales process
- Plan sales operations by setting LinkedIn teams objectives which are consistent with commercial goals
- Encourage, motivate and drive social selling performance of their sales team
- Develop a set of metrics and outcomes to help track and improve the sales teams LinkedIn interaction

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2

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## Prospecting Emails for Lead Generation

## Who Should Attend:

This program is for Sales Executives who want to know how to write compelling prospecting emails to win appointments and generate new leads for their business.

- The role of email prospecting in leads generation
- The fundamentals for ensuring your email engages your prospect
- The step by step process from knowing your prospect to writing the email
- Writing a compelling email from the subject line to the close

Venue: National Concert Hall, Earlsfort Terrace, Dublin 2.