

Enhancing
The Leadership Qualities
of the Sales Manager

March 2011 - Pearl Continental Hotel, Lahore

March 2011 - Karachi Marriott Hotel



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G K Lim

President HRD Gateway

G K Lim is President of HRD Gateway, a 40,000-member international non-profit organization dedicated to excellence in human resource management. He is a training consultant in the area of consultative / solution-centric selling skills, key account management, negotiation, persuasion and influencing skills, managerial excellence, 360-degree leadership, stress management, and mind/intuition enhancement.

He holds an MBA from American Heritage University of Southern California, and currently working for his DBA from Ifugao State University, Philippines.

Since 1977, G K Lim has been studying various stress-release, physical wellness and mind development methods such as Silva Mind Control, Reiki, and Inner Quest electronic alpha-inducing systems. Meditation techniques he studied include TM, Buddhist, Kundalini, Vipasana, Natraj, Nadabrama and CSM (Clinically Standardized Meditation).

G. K. Lim is a Certified Herrmann Brain Dominance Instructor; Immediate Past President, China HRM; Fellow of the Institute of Sales and Marketing Management; an Approved CMSI Sales Personnel Certification Advisor & Instructor; ISO Certified In Marketing & Sales (ISO CMS 991182); Certified Competency-Based Training & Education Instructor; Accredited Facilitator, Accelerated Entrepreneurs Development Program; NLP practitioner; and publisher of "Partners," an ezine for professionals, managers, executives, and entrepreneurs.

G K Lim has had consulting and training assignments in Thailand, Indonesia, Malaysia, Singapore, Brunei, Philippines, Vietnam, India, Sri Lanka, Maldives, United Arab Emirates, and China, and has appeared on TV2 (KL), TVM (Maldives), UNTV (Manila) and RPN9 (Manila).

A partial list of in-house training clients include: ABB, ANZ Bank Hanoi, Bristol-Myers Squibb, Cadbury, Canon, Citibank, Dell, DHL, Digi, GE Toshiba Silicones, IQPC Oil & Gas Dubai, IITM Sri Lanka, Intel, Maersk Medical, Maybank, Maxis, Microsoft Thailand, Novartis Pharmaceuticals, O'Connor's, Panasonic, Reliance, Roche, Samsung India, Shell, Syngenta Crop Protection.

Introduction

Sales managers talk about productivity and reaching sales quotas. Those are end results, the reason for their being sales managers. However, end results don't happen when the means to, or the journey towards, these end results, are not there. To achieve high sales quotas, to increase productivity, sales managers need to know how to effectively manage their departments. Effective management is the key.

Learning objectives

- Explain the different job functions of the sales person and the sales manager
- Solve the problem of unproductive sales people
- Plan how to attract, manage and keep the best sales people
- Create strategies to keep good, productive sales people from leaving
- Outline strategies needed to train sales people
- Benchmark current sales practices
- Educate sales subordinates on how to strategize their selling efforts
- Explain how sales people think and make decisions
- Identify participants' thinking preferences
- Develop strategies to earn other people's S.T.A.R. (Support, Trust, Admiration and Respect)
- Describe the concept of the informal leader
- Identify ways of becoming a leader without a title
- List out steps for controlling, transforming anger and upsets
- Compare and contrast being aggressive and assertive
- Plan how to get others to do what you want them to do

Course Benefits

By the end of the program, participants would have.....

- Been aware of their Number One job priority as a sales manager
- Known what they should do to manage their sales team effectively
- Learnt how to identify their sales people's basic needs
- Learnt about talent management
- Understood the concepts of talent management
- Learnt how to perform on-the-job training
- Been aware of current corporate selling approaches and strategies
- Learnt how to help sales people strategize their selling efforts
- Been introduced to the B2B Problem-Solving Consultative Selling Roadmap
- Understood how their sales people think and make decisions
- Discovered and understood their own thinking preferences as a sales manager
- Analyzed their strengths and areas of concern in relation to their thinking preferences
- Learn how to earn their sales people's S.T.A.R. (Support, Trust, Admiration & Respect)
- Demonstrated the ability to be a leader without a title
- Been able to tell the differences between being aggressive and being assertive
- Learnt how to transform, contain and control anger
- Demonstrated the ability to make other people move to action

Course Outline

What is your number one job priority as a sales manager?

- When you wear the sales manager's hat
- As a sales manager, do you need to personally sell?
- The difference between a sales manager and a sales person
- Why you don't have to be better than your sales people in selling

Attracting, managing and keeping the best sales people

- Managing sales talent
- Test your current knowledge of sales talent management
- What is talent and why you cannot train or develop talent
- The differences between skills, knowledge and talent
- Why you cannot change people
- Your four roles as sales manager in managing your people
- Some FAQ's on sales talent management

Putting sales talent management into action

- Questions your sales people ask of you as their sales leader
- The three major talent groups (striving, thinking, and relating talents), and how they relate to the sales industry
- How not to lose good sales people

How to train your sales people

- The difference between coaching and teaching / telling
- The fine art of evaluating
- The mechanics of curbside coaching
- The steps to take when performing curbside coaching

Understanding current sales practices

- Preparing your sales division for problem-solving consultative selling approaches
- Is your company's promotional literature relevant to consultative centric selling?
- Working with strategic partners to serve customers
- Ensuring the sales division is solution-centric and not just product-centric

Helping your sales people strategize their selling efforts - Part One

- Introducing the B2B Problem solving Solution Selling Roadmap
- Using the Roadmap to lead each sales person's sales efforts thru to successful completion
- Helping your sales people understand the power of the S.U.S.U. Model
- Managing the collection of testimonials, references from satisfied customers
- Determining the measurement of probability of sales success
- Determining the tools and benchmarks used to evaluate problems, symptoms, causes, and implications

Helping your sales people strategize their selling efforts - Part Two

- Helping sales people identify and measure effectiveness of components of a solution proposal
- Helping sales people gather information on competitors

- Helping sales people take action on strengths and areas of concerns vis-à-vis competitors
- Coordinating peer-to-peer tie-ups in team selling
- Helping sales people's action plan efforts
- Helping sales people measure potential ROI to be experienced by customers

Understanding how your sales people think and make decisions

- Discovering and understanding your own thinking preferences as a sales manager
- People are different in their thinking preferences
- Why your sales people need to know how people think and make decisions
- How this information affects the way you approach your sales management functions

How to earn your subordinate's S.T.A.R. (Support, Trust, Admiration & Respect)

- Putting Emotional Intelligence (EI) into action.
- What is Emotional Intelligence
- Communicating from the heart so that your sales people will listen to you, follow you, and do as you say
- The Tainted Glass Reality -- looking at life from other people's point of view

You don't need a title to be a leader

- Informal leadership strategies
- Group exercise: Think of two persons you respect most
- Video clips: Spartacus, the slave-leader
- Characteristics of an informal leader
- Strategies that will enhance your informal leadership status
- Benefits of being an informal leader

Anger transformation

- ACRC – anger management S.O.P.
- Test yourself on anger management
- Some case studies on anger management

Being aggressive and assertive

- Case study – Spilled coffee
- Why being aggressive conflicts with higher personal productivity
- Group work: converting aggressive statements to assertive ones

How to get others to do what you want them to do

- Obtaining buy-in from your superior, subordinates, colleagues, and peers
- People move to action only when there is pain
- People don't like to admit they have a pain – look for symptoms
- Making the pain more painful to ensure quick decision
- How to stop people from giving objections to ideas and proposals

Who should attend?

All sales managers, sales directors, sales supervisors, and sales people being groomed for promotion up the ladder.

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TerraBiz

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We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations.

Among our more recent event are

the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabil organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabil and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabil Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabil has also organized some events with Google Pakistan.

Terrabil was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

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