



SALES MANAGEMENT BOOT CAMP

If Your Salespeople Don't "Get it", It's YOUR Fault!

Imagine leading a team of top performers that is the envy of your competition. Imagine producing results that make your supervisors wonder how you have become so effective. That is the exactly what will happen if you apply the lessons taught at my Sales Management Boot Camp.

I have personally built the performance in hundreds of salespeople during my career. I'm not referring to the thousands I have trained. I'm talking about the hundreds that I work with directly to change their beliefs, skills and results. **You will leave this session with the same skills I have field tested to coach salespeople to new levels of performance.** I know this can happen for you because many managers I have trained attest to the difference my training has made in their ability to re-shape the performance of their salespeople.

The sales department is no different than any other in your organization. But at best, it has been treated as a mysterious entity which lacks definition. At worst, it is treated like a faucet where leaders expect one can turn it on or off to suit the convenient expectations of production and financial departments in your company. **The SMBC emphasizes the methods to create a sales department that operates on consistent protocols, no different than any other department in an organization.**

Sales Management Leadership success is a simple function of **People, Process and Statistics**. Leadership problems occur when people are judged subjectively or exclusively by results. Some salespeople luck into strong territories and situations, thus allowing positive results to mask performance deficiencies. Other salespeople are rated as "good" because the manager has an "instinct" about the performer. **Great Sales Managers understand that objective measurements of behaviors are the only benchmarks of performance.**

The SMBC provides specific action steps you need to build better sales performance in individuals. I guarantee you will produce winning sales performers. You will learn the methods I've shared with other successful leaders to objectively rate performance, establish lofty sales goals and develop the sales process to attain those results.



How the Program Works...

This is not a session for managing “up”, although the session addresses methods for communicating with high level executives. This program emphasizes the process of building credible sales performers that embrace your leadership style and readily walk through fire for you. You will have salespeople who are willing to do the things it takes to succeed...or you will know how to successfully replace them with winning performers.

- Do you want to teach old dogs new tricks?
- Would you like to know how to predict future results?
- Would you like objective measurements of market opportunity?
- Want to get your unfair share of the market?
- Do you want a sales process you can manage and control?

If your answers are “yes” to any of those questions, then you need to be at this program. I don’t do copiers, pharmaceuticals, software or paper towels. I teach Leaders how to develop salespeople that successfully sell building materials. **You will walk away with a step-by-step method to:**

- Evaluate the total market opportunity and set realistic goals.
- Determine additional market opportunities to leverage.
- Teach salespeople what it takes to achieve those goals.
- Have the ability to adjust sales performance before it is too late.
- Create objective benchmarks of performance that link to future results.

The SMBC provides managers a method to achieve ***control*** over the sales process by creating protocols for developing performance. You will understand the factors that are scientific and measurable in the sales process, therefore manageable and linked to future ***results***. The mission for most organizations is a shallow promise to deliver “value” and “service” to customers. This session will help you ***translate a mission into behaviors that your employees will embrace***. You will leave the program equipped with tools that provide ***predictable future results and raving fans***.

Over 400 sales managers have attended the Sales Management Boot Camp during the past eight years. More than half of them say the program is “Excellent – one of the best sessions of their career”. The remainders say “Above average – a good use of my time and investment”. Three people have rated the program as “Average”. **If you leave the session and conclude it was only “average”, I’ll personally write you the refund check.** That’s how confident I am in my promise. Are you that confident in yours? If not, then you need to come to this program!

I guarantee satisfaction!

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PROGRAM AGENDA

DAY ONE

- **Discuss Your Company Mission** – This thought-provoking session started as an icebreaker and quickly turned an integral component of the program. You will gain insights into ways in which your salespeople might be led away from the right tasks and how to keep them on target.
- **Building A Sales Performer** – Discover the aspects of selling that are pure science and build on those skills. Science provides objectivity and measurements which lead to immediate and predictable results.
- **The Psychology of Superior Leadership** – Use leadership tools **turn vacationers and prisoners in your organization into contributors.** You will learn the powerful theories of psychology and leadership in the business environment to inspire and manage performers and results.
- **A Winning Sales Performer in Six Days** – I will share the system I have used hundreds of times to change the performance of salespeople by traveling in the field with them for six days spaced out over a three month period. Whether you are a veteran sales performer or a manager with little field sales experience, this program gives you the credibility you need to change your salespeople for the better.

At the conclusion of the day, you will know how to:

- **Get your salespeople to eagerly embrace change.**
- **Elevate the skills of your veteran performers.**
- **Rapidly develop new talent.**
- **Maximize the value of your time in the field.**
- **Distinguish between sales science and art.**
- **Successfully build a winning sales performer in 6 days!**

DAY TWO

- **Discover the Metrics to Predict Future Results** – You wouldn't drive a car by staring in the rear view mirror and you can't drive future results solely by looking at past sales and margin reports. This session provides simplistic tools which salespeople embrace. More importantly, the tools work!
- **Coaching Strategies (Continued)** – This session illustrates the scientific skills of selling that you must master and coach in the field.
- **Interview to Find Future Winners** – The best predictor of future actions is past behaviors. The behavioral model of interviewing has been proven repeatedly to produce the best method for interviewing sales candidates.

At the conclusion of the day, you will know how to:

- **Recruit and hire the very best talent.**
- **Turn "Order-Takers" into Consultative Sales Leaders.**
- **Get your salespeople to convert "pop-ins" to appointments.**
- **Use the right statistics to achieve predictable future results.**
- **Get your salespeople to embrace accountability.**
- **Convert their weekly "creative writing" sales reports into valuable communication tools.**