



Marketing Resources from Total Marketing Solutions

The Secrets of Sales Management



“Our sales management methodology has been developed based on our extensive experience of working with sales professionals across a wide range of industry sectors, both nationally and internationally.”

Rennie Gould
Consultant

The Secrets of Sales Management

Our sales consultancy and training experience of working with sales managers from many industries has given us a unique view of how sales leadership can create outstanding sales performance. This experience has been brought together into a sales management methodology called ***The Secrets of Sales Management***.

This process is a framework to help sales managers consider all the inter-related elements that have to occur together to create outstanding performance and to identify the specific actions they need to take in order to create outstanding sales performance in their own sales teams.

Key Issue

Management Action

VISION <i>Where are we going?</i>	Leadership / Culture Overall Goals
STRATEGY <i>How will we get there?</i>	Customer Strategy Sales Process
INVOLVEMENT <i>How do we fit in?</i>	Key Tasks Roles / Teams
PERFORMANCE <i>What is expected of us?</i>	Targets / Activity Skills / Behaviours
MOTIVATION <i>What will we get out of it?</i>	Incentives / Rewards Psychological Contract
DEVELOPMENT <i>How do we get better?</i>	Feedback / Appraisal Development / Coaching

Get in touch today to see how we can help you on **0845 201 1618** or email us at enquiries@totalmarketingsolutions.co.uk or visit our website at www.totalmarketingsolutions.co.uk

"We have worked with a significant number of clients to help them improve the effectiveness of their sales function. Our work has encompassed all aspects of sales and sales management training and development. As with our approach to marketing consultancy, we aim to deliver real results and to give our clients tangible improvements in their overall sales performance."

Mark Brewerton
Managing Director, Total Marketing Solutions

VISION

Where are we going?

People need to have a sense of direction. They need to know where they are going and why. This is *VISION*. Vision gives a sales organisation, or any organisation for that matter, a sense of purpose and direction.

Sales management creates this vision through leadership and by articulating the overall goals and objectives to provide the aiming point for the whole sales organisation.

STRATEGY

How will we get there?

Vision must be translated into action. This is *STRATEGY*. Strategy specifies how the vision is achieved and provides the means to get there. Strategy is the driving force for the whole sales organisation.

Sales management create strategy by helping to identify the most important customers and by specifying how such customers should be approached and engaged.

INVOLVEMENT

How do we fit in?

People need to know how they fit into the great scheme of things. This is *INVOLVEMENT*. Involvement is about communicating what the strategy means for everyone and is the glue that holds the sales organisation together.

Sales management creates this feeling of involvement by specifying key sales tasks and roles and by encouraging each team member to contribute their particular strengths and skills for the overall good of the team.

PERFORMANCE

What is expected of us?

People need to know what is expected of them. This is *PERFORMANCE*. Performance is about meeting objectives and hitting targets but it's also about those specific actions and behaviours that lead to objectives & targets being achieved.

Sales management creates a high performance culture by specifying what the organisation is to achieve (Ends) and by identifying how this is to be achieved (Means).

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MOTIVATION

What will we get out of it?

People need to feel the achievement of certain objectives is important & worth striving for. This is *MOTIVATION*. Motivation provides the desire to succeed.

Sales management creates a climate of high motivation by identifying what stimulates each member of the team & by providing opportunities for this to happen.

DEVELOPMENT

How do we get better?

People need feedback on what they need to do differently to perform even better. This is *DEVELOPMENT*. Development is about helping people give of their best and relates to such things as appraisal, coaching and training.

Sales management is responsible for this development culture within their sales team & for ensuring they utilise the best development techniques to grow their people.

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