At Last, a Sales Management Blueprint to Guide Your Team to New Heights of Sales Success

Between a challenging economy and technology that's zapping our one-on-one time with sales reps and customers—it's not easy to manage and motivate a sales team today. But doing so effectively is **often the difference between a business that's successful and a business that's struggling.**

Did anyone teach you how to be a strong sales leader? Many of us were promoted into the position because we were a top-notch salesperson—and if we asked what we should do, our bosses said, "Just show them how you do it." Or we became the sales leader by default when we opened our business.

The best sales rep in the world would not necessarily make a good sales leader because **getting things done through other people is a whole different set of skills**.

That's where our **Sales Management Training** comes in. We'll give you the tools and show you how to…

- **Assess your current leadership style** and the powerful ways it impacts your team's results
- Avoid the expense and aggravation of bad hires by knowing **how to find and choose the best candidates** the first time
- **Evaluate your sales reps' skills** by benchmarking them against core competencies for successful salespeople
- Guide their development so they're on the **fast track to "A" level performance**
- Set clear team *and* individual goals to **invigorate your reps and focus their energy** on activities most aligned the company's sales strategy
- Hold reps accountable for their performance—and **handle poor performance** in a constructive manner (No, you don't have to fire them!)
- Use a proven "coach" style to **manage and motivate *all* members of your team** more effectively

Our 6-session live webinar format means it's **easier to fit the training into your busy schedule**, **you're not away from the office for a big chunk of time**, and **you're not overwhelmed trying to implement everything at once**. In fact, the time between sessions gives you the chance to try out what we've discussed, and ask questions that arise at the next session.

[boxes for testimonials]

The K.Coaching Sales Management Training course was fabulous! We were always concerned about training our sales reps, and never devoted the time to our own development. But with the training, we committed time every other Friday to work "In" our business and were kept accountable for getting the work done.

I especially liked the Leadership Assessments and learning how to be more inspirational and motivating with a "coaching" style of management. ***I now know how important my role is to the overall success of our company,*** *and I am committed to making it happen!*
--Ronda Dobbel
Office Value, Inc.

Krista's Sales Management Series was great. The management team learned **how to coach and lead—not just manage.** The one on ones with the salespeople were enlightening and the "Coaching Day" out in field were just two things that we immediately executed. I recommend this program for anyone faced with the day-to-day frustration of getting your sales team to sell.
--Norma Anthony
BF Molz
[end boxes]

The topics of the 90-minute Sales Management Training sessions are:

Session 1: Company Vision, Mission, & Strategy
Creating a company vision, mission, and corporate sales strategy is the first step to having a winning team—providing direction, energizing employees and inspiring a sense of ownership for the company's success. This session will give you the tools and information to put these key foundational elements in place.

Session 2: Selecting and Retaining Sales People

Finding and retaining good sales reps is *not* an easy process. We'll discuss the core competencies of a successful sales rep so you can quickly recognize those with the most potential. We'll also show you how to identify sources of talent, screen and interview applicants, and make objective hiring successful hiring decisions every time.

Session 3: Goals, Objectives, & Tactics
You'll discover a proven method for setting goals, objectives, and tactics that sets clear expectations and keeps your reps focused on the most important activities and opportunities for company growth.

Session 4: Performance Reviews and Feedback
Frequently evaluating performance and development can shorten the path to sales superstar. And adding a simple system of accountability ensures everyone has incentive to stay on track.

Session 5: Coaching and Motivating
Do your employees seem tired and complacent? Are you out of ideas for getting them enthused and energized again? Learn how a coaching style of management can spur your team to greater success.

Session 6: Leadership
Your leadership style can make or break your business. We'll crack the code on your current style and show you how to fine-tune it for amazing results.

[boxes for testimonials]

One of the first things my brother and I learned in the Sales Management Training is that we were "nice guys" (which is not a great thing). During the course, **we learned how to be "coaches" and added some structure,** processes and organization to our business. Thanks for the kick in the butt, Krista.
--Ken Garvey
Garvey's Office Products

I loved networking with other successful dealers, learning more about what they are doing to compete and stay on top of their game. We took away **a whole new management process and system, and customized all of the resources** Krista provided for our business. We are ready to rock and roll…the K.Coaching Sales Management Training program was priceless!"
--Charlie Kennedy
Kennedy Office Supply

[end testimonial boxes]

Ready to take your leadership—and your company—to the next level?

When you sign up for the **Sales Management Training** series, you'll also receive these **bonuses valued at $750**:

- The Sales Management Training workbook (value $250)
- A personal leadership style assessment (value $200)
- A CD of customizable worksheets, forms, resources, as well as the recorded sessions (value $300)

Get all six sessions for only $2,100 or take them individually for $350 each. Don’t forget—you can also recruit other sales managers and business owners to meet at a single location and take this course together for the cost of a single registration

Furthermore, our training is **100% guaranteed!** If you are not satisfied for any reason, let us know and we’ll refund any remaining sessions to you.

Register Now! [button]