



Develop Your Talent as a Motivational Sales Manager

Discover how to build a highly motivated team who generate more sales and make a positive contribution to the business

ALAN FAIRWEATHER
THE MOTIVATION DOCTOR

This highly interactive seminar provides the Sales Manager with effective tools for recruiting and coaching talented individuals.

The seminar is delivered by Alan Fairweather who did the job of a Sales Manager – and did it effectively for fifteen years. Since 1993 he's been turning 'adequate' managers into consistent top performers. Alan knows the real challenges that managers face every day with their sales people. He's used the '3 Secrets of Motivation' taught in this seminar. They worked for him and they will work for you.

The programme is run in workshop fashion with team exercises and group discussion. Participants are encouraged to raise real life situations and discuss the challenges that they face

AIMS OF THE WORKSHOP

- To develop understanding of what motivates people at work
- To develop coaching skills
- To secure more sales

LEARNING OUTCOMES

By the end of this course, participants will have learned how to:

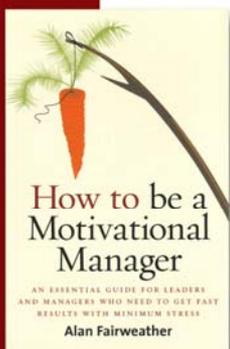
- Define their role as a sales manager to include coaching and development.
- Develop mutual trust and respect through coaching.
- Deal with ineffective behaviour.
- Empower people.
- Describe performance.
- Give confirming and productive feedback.
- Help staff get what they want.

WHO SHOULD ATTEND

Sales Managers and Team Leaders

Learning on a selling course can be stressful - but it was at the right level, got group involvement, which "opened" it up and made the techniques more useful and memorable

Jamie Mackay, The Summerhall Press



This best selling book is available at Amazon and other online retailers

OUTLINE PROGRAMME

(This programme would be modified for delivery over one day. It can also be delivered as a Keynote Speech at your next meeting or Conference)

Day 1

- Identifying the responsibilities of a manager/coach
- How to coach on a Business level/Human level
- The Coaching Plan
- Feedback on effective/ineffective behaviour
- The Pygmalion Effect in management

Day 2

- How each of us gives, takes and processes acknowledgement
- The eight steps to effective feedback
- Putting feedback in perspective
- Human needs and motivation
- Principles of motivation in the workplace
- Identifying what motivates people at work
- Helping your team get what they want

Action Plans

Schedule Alan for your next conference or meeting

VISIT ALAN ONLINE www.themotivationdoctor.com www.howtogetmoresales.com

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