

SALES MANAGERS ACCELERATOR PROGRAM

Build an elite sales team by accelerating your performance as a sales manager



PROGRAM OBJECTIVE

The accelerator program is designed for the manager to create value in three key areas: managing self, managing sales, and leading the sales team.

PROGRAM AT A GLANCE

Pre-session: Leading self

The Challenge:

- For managers to be able to replicate and scale individual success, they need to delve deep into who they are, their blind spots, and the zone of genius

Delivery:

- Completion of 3 assessment tools

The tools:

- The Sales R; Emotional Intelligence; and Managerial assessment

Outcomes:

- Remaining aware of one's strengths and development needs is critical and enables sales leaders to make more informed decisions and interact effectively with others. The session will culminate in a personalized coaching framework.

Session 1: Managing the team

The Challenge:

- For managers, the team is a critical part of their success. Understanding who they are and building competence into managing performance and maintaining the bench.

Delivery:

- Full day : Face to face

Modules to be covered:

- Understanding your team; Coaching and mentoring; Managing performance; Maintaining the bench; Managing meetings

Outcomes:

Learning how to coach, how to structure management sessions, and what to look for in your team's performance

Session 2 Managing sales

The Challenge:

- Your bottom line is part of your portfolio - build the strategies and management skills that drive your performance and team's achievement.

Delivery:

- Full day: Face to face

Modules to be covered:

- Sales strategy & planning; Territory management; Key account management; Managing through technology

Outcomes:

- Creating sales savviness based on building strategies, planning, and underscoring how to make territories, accounts, and technology work for you, using a CRM and maximizing on data driven decision-making. Excel as a salesperson, and in turn excel as a manager

Session 3: Reflection

The Challenge:

- Behavior change in sales is a continuous process that takes time, effort, and planned development.

Delivery:

- Half-day: Face to face

To be covered:

- Recap of the accelerator journey
- Review of the developmental plan
- Defining strategy for continued learning for each Manager

Outcomes:

- Each manager to have a definite plan for continuity, which can be used to track personal progress and team performance

WHAT'S IN IT FOR YOU?

- Research-based content that focuses on the challenges unique to sales leaders and the most common issues they face
- Highly individualized, feedback-rich development that includes intense, personalized coaching
- Interactive, hands-on format using experiential learning to prepare participants to take action
- Coaching and tools to support newly enhanced skills of influencing, giving and receiving feedback, communicating, and facilitating effective performance and developmental conversations



Obtaining the complete framework, essential skills, and practical tools to build, coach, and lead a high-performing sales team



Equipping you to build an elite sales team by accelerating your performance

PROGRAM COST

KSH57,500 per Manager

discounts available for groups and early booking

THE FACULTY

The program brings together learned and tried lessons from the best trainers and coaches in sales capability development. Among them:



Charlotte De Ridder, (CEO, Yusudi)

A graduate of Aston Business College and Massachusetts Institute of Technology, Charlotte has a deep passion for capability development. She understands what it means to build the self as a salesperson and what it takes to build an elite sales team



Doris Muigei, Chief Growth Officer - Yusudi Limited

With over 12 years of experience in talent management and development. She has managed and designed talent selection and talent development programs for various clients across Africa. She is passionate about building sales capability culture.



Patrick Ngaruiya, Trainer

A seasoned sales capability developer - with over 20 years experience gained in General Trade, Modern Trade, and Sales capability development. Very passionate about sales team training, and coaching to deliver the expected results.



Stanley Kaguora - Yusudi Sales Academy, Program Manager

Stanley builds the sales representative from curriculum development to delivery. He works with a team of curriculum developers, trainers, and coaches to build sales cadence, by providing the nitty-gritties of sales. Sales training has a central place in his professional journey.



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