

# Practical Sales Management

## Multimedia Training System

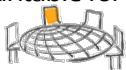


Fortune's comprehensive sales leadership program builds core skills that develop the ability of sales managers to grow and coach salespeople, and deliver on sales targets.

" We have so many different branch locations, with totally different management styles and philosophies that at times you didn't know if you were actually visiting the same company. The thing that differentiated 'Practical Sales Management' for us was the fact that we applied it. In over 10 years of utilizing 'Practical Sales Management' we've had 1,700+ management level people go through the program so we've got a big bang for our buck. It's an excellent tool."



" We have been continually growing our top-line by 15-20% per quarter with real growth on our bottom line of over 30% compared to last year. Our sales leadership team is using the 'Practical Sales Management' system to ensure they keep the entire sales team focused and accountable for achievement of team and individual targets."



" Fortune involves you, and it involves our managers and it allows people to learn from people. 'Practical Sales Management' has been a tremendous success because it allows us to customize and fit it to our business needs. If you're looking to change, if you're looking to build a team, if you're looking to develop your people to become more of a coach and more of a leader and less of a manager, then the Fortune Group is right for any organisation."



Our highly interactive training system provides sales management teams with multimedia tools for **securing and sustaining high level performance**

HR personnel and managers can run 'Practical Sales Management' in full day workshops or bite-sized modules.

Develop practical sales leadership skills, including how to:

- drive strategic execution of sales plans
- create engagement and eliminate distrust
- boost, rather than filter, corporate communication
- structure jobs effectively to build employee value
- clearly communicate performance expectations
- measure performance and set standards
- develop and coach salespeople
- positively manage poor performance
- anticipate, manage and adapt to change
- build belief in the company and its mission

**LEAD**  
**SELL**  
**PERFORM**  
**GROW**





The multimedia leadership training system comprises:

- eight interactive video modules on DVD
- 'how to' guide (facilitator manual for running group training)
- participant workbooks
- program audio library on CD



Fortune's multimedia practical sales management training system includes:

#### Module 1 Today's Challenge: Leadership

- Sales leadership is a skill; why its different to other forms of management
- Prerequisites for business success
- Management vs leadership responsibilities
- Attaining predetermined objectives
- Creating voluntary cooperation and effort
- Eliminating distrust to build productivity

#### Module 2 Why We Fail To Lead Part 1

- Negative impact of management errors
- Boost, not filter, key corporate programs
- Accepting personal accountability
- Developing strong salespeople
- Eliminating the we/they syndrome
- Management time pressures
- Using problems to attain objectives
- Being the leader, not a best friend

#### Module 3 Why We Fail to Lead Part 2

- Measuring performance
- Setting standards to build pride
- Importance of training
- Being a problem finder
- Providing recognition to salespeople
- Understanding what motivates people
- Eliminating employee adoption

#### Module 4 How to Structure for High Level Performance

- Why salespeople fail to perform effectively
- Structuring jobs to build employee value
- Creating confidence and competence
- Clearly communicating expectations
- Recommendations for inducting new hires
- Effectively measuring performance

#### Module 5 How to Train and Coach for Results

- Change means train; creating the desire to learn
- Ensuring salespeople know how to do the job
- Training should build confidence
- Proven three step model for training
- Building one-on-one coaching skills
- Changing behavior is a process
- Consequences must be in balance

#### Module 6 How to Confront Incompetence and Redirect Behavior

- Leaders do not condone incompetence
- Rules for confronting poor performance
- How to confront quickly and effectively
- How to solve the problem
- Techniques to redirect negative behavior
- Positively reinforcing desired behavior
- Leadership self assessment checklist

#### Module 7 How to Facilitate Change Effectively

- Some people resist, some embrace change
- Change involves pain; benefits must outweigh
- Change is always preceded by dissatisfaction
- Mindsets of people when involved in change
- Basic human motivations that drive change
- Why people must understand the purpose
- Techniques to sell and facilitate change

#### Module 8 Belief: The Foundation of Success

- Difference between success and failure
- Behavior change comes from thinking
- How to elevate a person's thinking
- Understanding and building self esteem
- Dealing with 'where is the value to me'
- Approaches to growing sales performance
- What top performers believe in
- Leaders build people's belief

"After utilizing the 'Practical Sales Management' training system we have increased from 2-5% growth per year to 23-35% growth per year. Allow the Fortune Group to prove to you what they've proven to us."



"The leadership program was certainly of immense benefit in terms of building a team relationship within our organization. It provided a solid platform to communicate ideas more succinctly and manage our business better."

