



SECTION 4

Solutions to Grow the Leadership Potential of the Sales Delegates:

- o The Autonomous and Evolving Sales Delegate Programme.
- o The Emotionally Intelligent Sales Delegate Programme.
- o The Innovative Entrepreneurial Sales Delegate Programme.

THE AUTONOMOUS AND EVOLVING SALES DELEGATE PROGRAMME

What Is Autonomous in Sales ?

Have you ever wondered what it would be like if your customer delegates were able to take effective decisions on their own with minimal supervision from management? This means that the company's' and the employees' values would be strategically aligned, sharing a mutual vision and mission.

In reality, autonomy is the degree of freedom and discretion granted to an employee in order to be able to perform effectively on its own and trust his or her own will and judgment. Statistically, where autonomy exists, workers feel more motivated and inspired to work upon their targets and they gain greater job satisfaction because autonomy fulfils essential needs of the pyramid.



Why Autonomous In Sales ?

The only way that customer interfacing delegates will be willing to “go the extra mile” in the workplace and become the successful commercial delegates that you would like them to be, is by having the benefit of being autonomous when selling.

When employees are able to act in an autonomous manner, they build and develop skills of self-confidence, resourcefulness, and self-efficiency and generally become more resilient. As a result of this, commercial organisations which enable autonomy throughout their customer delegates are typically found to be particularly successful, especially those organisations involved in business to business relationships.

Who Should Attend ?

This programme is designed for the front line sales delegates from a business to business perspective and generally for anyone who has an active role in direct and indirect sales within the organisation.

Duration

This is a 2 day programme and is only available as an in-company solution. We would be more than happy to discuss and customise a workshop according to the needs of your organisation so as to suit your customer-interfacing functions.







How We Do It

What Is In It For You ?

Sales delegates will have the chance to experience autonomous behaviours including accountability, resourcefulness plus problem solving and decision making. They will be able to develop commercial skills that will increase their engagement in the field of commercial sales, increase their self-confidence and increase their focus on sales activities. Furthermore, it will boost their ability to proactively respond to change and tackle important challenges from a business to business perspective that may occur in an autonomous manner.

Throughout the programme they will gain a number of useful means that will enhance them to establish certain behaviours including:

-  Prioritise and set goals in order to be aligned with targets set by the company. This will enable them to achieve these goals within their given deadlines.
-  Encounter any daily challenges with proactive thinking, hence producing solutions to problems which will help them to achieve their sales targets.
-  Experience the importance of the decision making process in a sales situation. This will enable them to become more confident and autonomous decision makers when they need to take important decisions and assess consequences for themselves, for others, and for the organisation itself.
-  Exploit a number of significant influential sales skills which will ensure that decisions are taken and implemented in a measurable way, always in relation to the company's stakeholders.

Module 1: Organisational Dynamics and Autonomous Behaviours from a Business to Business Perspective:

What are the key challenges that sales delegates face in today's sales environment?

What is an autonomous sales delegate?

Why is it important that your customer delegates are autonomous?

How do sales delegates respond to these challenges in an autonomous manner?

What are the behaviours and skills needed by a sales delegate in order to demonstrate autonomy in the workplace?

Module 2: Master Personal Goals, Priorities and Self-motivation with Regards to Sales Delegates' Achievements and Targets:

How to master your personal business development objectives in order to become an autonomous sales individual.

Be able to set personal goals and align them with the goals set by the organisation.

Identify the appropriate approaches to manage the available sales resources within the external and the internal sales environment. As a result, participants will develop skills that will enhance team collaboration, achieve sales targets and build relationships with the customers.

Develop time management skills that will enable higher levels of sales productivity and performance in order to help individuals further develop autonomous skills for the achievement of their day-to-day personal activities.

Module 3: Proactive Decision Making to Achieve Targets:

Decode the essential decision making framework in order to boost the customer's internal and external experience.

Be able to be proactively involved in the daily decision making process and most significantly be accountable for the end results, especially when dealing within the field of commercial sales from a business to business perspective.

Ability to identify the impact of your personal decision-making style in the way that you communicate and implement decisions and the impact they have on results, particularly in terms of sales.

Take ownership for your actions and develop skills of self-realisation and self-actualisation regarding the consequences which may result from your personal actions. In this way delegates will experience autonomous responsibility.

Module 4: Creative Thinker and Proactive, Problem Solving Sales Executive:

Be able to define and therefore challenge a situation where you identify an issue that may present problems in terms of sales performance/activities.

Ability to differentiate between various types of errors and challenges that may occur in a sales perspective.

Ability to autonomously tackle any problems through a variety of creative sales methodologies and techniques.

Learn how the process of creative thinking works in order to be able to exploit new solutions to tackle difficult situations through an autonomous approach.

THE EMOTIONALLY INTELLIGENT SALES DELEGATE PROGRAMME

Why Do Organisations Need Emotional Intelligence In Sales Delegates ?

Emotional intelligence is a significant behaviour which when applied appropriately, offers a competitive advantage for any organisation. As the market becomes more chaotic day-by-day, it is crucial that executives embed emotionally intelligent approaches into interactions with the end user so as to differentiate themselves from their competitors and therefore gain the ability to positively influence the customers to purchase their products.

Whether you are using internal or external resources to sell, the emotional intelligence approach is a key skill to develop nowadays in order to achieve ultimate customer satisfaction when selling.



What Is An Emotionally Intelligent Sales Delegate ?

Emotional intelligence is the ability to recognise your emotions, understand what they are telling you and eventually realise how these emotions may affect the people that surround you, including interactions with the customers themselves.

The need to develop self-awareness and to manage and develop emotions combined with the desire to understand how others feel and how they perceive your organisation, has made emotional intelligence an essential part of the sales people behaviour nowadays. This is why emotional intelligence is entrenched in the everyday life of anyone who is involved with the sales industry.

Who Should Attend ?

This programme is designed for the front line sales reps, key account supervisors and B.2.B. sales delegates who are involved in any sales activity either face-to-face or conversely with no direct client interaction (online sales excluded).

Duration

This is a 2 day programme and is available only as an in-company customised solution. We would be more than happy to discuss and customise a workshop according to the needs of your organisation so as to suit your customer interfacing delegates.







How We Do It

What Is In It For You ?

Customer service delegates will have the chance to experience autonomous behaviours including accountability, resourcefulness plus problem solving and decision making. They will be able to develop commercial skills that will increase their engagement in the field of commercial sales, increase their self-confidence and increase their focus on sales activities. Furthermore, it will boost their ability to proactively respond to change and tackle important challenges from a business to business perspective that may occur in an autonomous manner.

Throughout the programme they will gain a number of useful means that will enhance them to establish certain behaviours including:

-  Prioritise and set goals in order to be aligned with targets set by the company. This will enable them to achieve these goals within their given deadlines.
-  Encounter any daily challenges with proactive thinking, hence producing solutions to problems which will help them to achieve their sales targets.
-  Experience the importance of the decision making process in a sales situation. This will enable them to become more confident and autonomous decision makers when they need to take important decisions and assess consequences for themselves, for others, and for the organisation itself.
-  Exploit a number of significant influential sales skills which will ensure that decisions are taken and implemented in a measurable way, always in relation to the company's stakeholders.

Module 1: Why is Emotional Intelligence of Crucial Importance for Sales People Nowadays?

Understand the sales dynamics and challenges faced by sales people in a B.2.B. perspective.

What is emotional intelligence and what does it mean to be emotionally connected to your customers?

Why is it important to be an emotionally intelligent sales individual and what behaviours indicate that you are emotionally connected to your customers?

Enable them to distinguish and therefore recognise the direct and indirect relationship between emotions, thoughts and behaviours from a sales perspective.

Module 2: Self-Regulation and Self-Motivation for Sales Delegates:

Ability to develop your self-awareness and be aware of your own feelings when they occur in terms of sales activities.

Identify your key drivers that will lead you in achieving your targets.

Be able to recognise the impact that emotional intelligence will have in your career and upon your daily priorities.

Do not allow yourself to become a slave to intellect when you are involved in daily sales activities and thus develop your own emotionally intelligent approach.

Module 3: Emotional Intelligence and Developing Successful Relationships With Stakeholders:

Develop skills to perceive and identify emotions and feelings from customers when you sell to them, especially through their body language, tone of voice, gestures and facial expressions.

Develop clear communication skills in order to be able to pass a clear message to the other party and ensure that they perceive what you say in the correct, intended way.

Learn how to read the non-verbal emotions of others when performing sales activities.

How thought can affect emotions and how emotions can affect thoughts.
The consequences of this for you and others.

Learn how to manage your feelings and emotions when interacting with customers and recognise how and when these can lead you to important decisions and results.

Learn how to label your feelings, especially in a sales context, rather than labelling customers and colleagues.

THE INNOVATIVE ENTREPRENEURIAL SALES DELEGATE PROGRAMME

What Is An Innovative Entrepreneurial Sales Delegate ?

An innovative entrepreneurial sales delegate is a person who is able to promote sales within a financially risky and uncertain, commercial environment. Some practitioners indicate that an entrepreneur may be a person who is also able to identify a need and fulfil it by managing, organising and initiating the appropriate sales activities while understanding that the selected initiative does involve inherent financial risk factors.

Subsequently, the innovative entrepreneurial sales delegate is fully committed to accomplish their sales goals and to make the impossible possible! Innovative entrepreneurial sales delegates are more often than not, effective observers. They identify the right opportunities, dare to take risks and generate meaningful results from them!



Why Is It Important ?

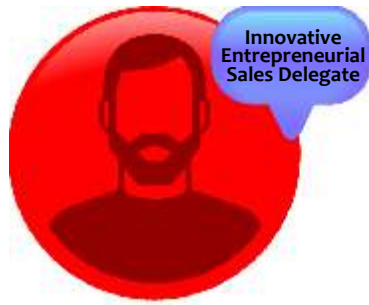
The innovative entrepreneurship for sales delegates programme defines, differentiates and distinguishes the virtuous, high-performing organisations from others. The importance behind such an organisation is that it offers the chance to be creative and innovative in order to tackle the challenges and seize the opportunities they encounter. Driving the organisation through an innovative path, it offers the organisation an accountable, competitive advantage over its competitors. Furthermore, one may say that it offers the organisation an unmatched value proposition. Therefore, it is fair to say that through this chaotic sales environment we live in, the organisations that will make the difference are those that use innovative techniques, tools and methods to compete with other companies from a sales point of view. These organisations need to develop and shape creative and visionary leaders that will take the necessary risks and drive the company to achieve optimal sales. This is the engine of sustainable and long term growth for the organisation to remain both competitive in its sales environment and in the greater global economy.

Who Should Attend ?

The innovative entrepreneurial sales delegate programme is designed for front-line delegates, professional staff and supervisors. Participants will learn how to exhibit and demonstrate the behaviours of being a successful sales entrepreneur.

Duration

This is a 2 day programme and it is available only as an in-company customised solution. We would be more than happy to discuss further with you about your needs and customise a workshop that suit your company's customer interfacing delegates.








How We Do It

What Is In It For You ?

Enhancing personal and organisational competitiveness through innovative entrepreneurship as a sales delegate is key for the organisation to sustain a competitive advantage in the market. One of the most essential skills that sales delegates will develop is creativity through innovation. As this is considered to be a skill and not a gift, one may say that this may be learned and developed by delegates so as to boost their ability to be part of a selling process that will remain on a par with competition according to the ever-changing needs of customers.

Participants will have a unique opportunity to develop skills and behaviours including among many, the following:

-  Show self-confidence while selling by trying new ways and different sales approaches, techniques and tools.
-  Understand and anticipate problems and challenges as well as foreseeable organisational issues before they occur and be able to creatively tackle and manage them through a number of sales approaches.
-  Develop effective listening skills and be able to give fast solutions for your customers in order to enhance positive results.
-  Understand the importance of learning through day to day interaction and experience with customers.
-  Know how to convey enthusiasm and be able to encourage your customers to be innovative and try new products.

Module 1: Changing Sales Environment and Innovative Entrepreneurial Approach of the Sales Delegates:

Participants will become familiar with the key challenges of the sales industry today and with the reasons why organisations need to adapt to an innovative approach in order to remain differentiated and competitive.

Why it is important to be innovative?

What does being innovative mean for entrepreneurs?

What are the behavioural challenges that indicate innovation according to the daily activities that delegates have?

Module 2: Understand Different Thinking Styles and the Impact They Have on Innovation and Entrepreneurship:

Participants will become familiar with the different cognitive thinking preferences as well as the Whole Brain® thinking model for sales people.

Encode the relationship that exists between innovation, creativity and stress and how these influence yourself and others through a selling activity / approach.

Develop and acquire new skills that will boost your self-confidence and motivate you to try new approaches towards your customers. Learn how to acclimatise yourself with the innovative, entrepreneurial approach.

Module 3: Develop a Different Mind-set that will Give You The Ability to Think Creatively (Mind- Mapping):

Encode the 6 step model for creative problem solving.

Develop the ability to identify and define the root of the problem before this appears.

Understand the concept of the creative process and mind-mapping and learn how to adjust it with your daily sales activities.

Identify and develop your creative skills.

Develop your personal development plan.

Module 4: Barriers and Accelerators for the Innovative Entrepreneurial Sales Delegate:

Creativity limitations and cognitive dissonance amongst sales activities.

Clear communication and innovative creativity for sales delegates.

Multidimensionality and creativity sales processes.