The Art of Business for Managers

Course code: KOROM

The workshop focuses on the role of the manager as a key driver of sales performance. Participants will learn how to support salespeople in working with clients, how to improve the quality of sales conversations, and how to create an environment that fosters business success.The program connects the principles of consultative selling, working with client needs, and the Diamond Model of Sales Habits, which shows that long-term sales results are built on three pillars: salespeople's skills, their motivation, and a well-structured work system.A large part of the workshop is based on discussion and practical situations from real business practice.

Who is the course for

- sales team managers
- branch managers
- team leaders in sales organizations
- managers who want to develop the sales skills of their people

The program is suitable for organizations that want to strengthen sales leadership and systematically develop team sales performance.

What we teach you

- how to develop the sales skills of team members
- how to lead salespeople to conduct high-quality sales conversations with clients
- how to work with salespeople's motivation and personal energy
- how to coach your salespeople and provide effective feedback on sales situations
- how to create a work system that supports sales performance

Teaching materials

Gopas guide book for this course.

Course outline

- The role of a manager in the team's sales success
- Consultative approach to selling
- How the client thinks and makes decisions
- Structure of a high-quality sales conversation
- Diamond of Sales Habits – skills, motivation, work system
- How to develop salespeople through situational leadership
- Practical situations from sales practice
- Transfer into the manager's daily work

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