



# SEQUOIA SYSTEM INTERNATIONAL

## Sales Desk Manager *Program Agenda*

### Day One

**Session 8:00 am – 5:00 pm**

#### **I. Opening Comments**

- Building a High Performance Team
- Program Objectives
- A Day in the Life of a Sales Desk Manager

#### **II. Defining your Roles as a Manager**

- Seven Critical Skills of a Sales Desk Manager
- Sales Desk Innovation
- Leadership Skills
- Cloning your Top Performers

#### **III. The Manager as Coach**

- Types of Managers
- Important Attributes of Coaching Adults
- Coaching Methods, Strategies and Tips

Lunch

#### **IV. Coaching the Sales Process**

- Information Exchange
- Value Proposition (Company, Product and You)
- Action Steps
- The Close
- Building your Coaching Plan

#### **V. Recap and Takeaways**

### Day Two

**Session 8:00 am – 3:00 pm**

#### **I. Coaching Target Marketing and Territory Management**

- Tools and Strategies
- Obtaining Results: Building your Coaching Plan
- The Coach's Playbook

#### **II. Creating Synergy with Internal and External Teams**

- Leveraging Activity
- Implementing Systems and Processes
- Facilitating Discussion

#### **III. Time Management for Sales Desk Managers**

- A Realistic View of Time
- Prioritizing Activities
- A System for Coaching

Lunch

#### **IV. Motivation and Reward Systems**

- Four Primary Motivators
- Creating a Self-Motivated Environment
- Understanding Individual Motivators
- Building a Motivation and Reward System
- Employee Recognition Methods

#### **V. Develop and Implement and Action Plan**

- Linking Business Goals, Training and Compensation

#### **VI. Program Recap**