

The Curriculum

Course 1: Becoming a Sales Manager

Module 1A The Prime Time Sales Manager

Module 1B Managing Yourself

Module 1C Managing Your Team

— 1st Facilitation Meeting —

Course 2: Recruitment and Selection

Module 2A The Ideal Candidate

Module 2B Recruiting Techniques

Module 2C The Selection Process

— 2nd Facilitation Meeting —

Course 3: Developing Your Team

Module 3A The Business Planning Process

Module 3B The First 90 Days

Module 3C Coaching Your Team

— 3rd Facilitation Meeting —

— One-on-One Certification & Action Plan —

— 2-Month Action Plan Follow-Up —

— 6-Month Action Plan Follow-Up —

Fee per student: \$1,495.00

Call us today to register or for information
TRAINING IMPLEMENTATION SERVICES, INC.

1-877-659-8847

www.performancecounts.com

522B Salmon Brook Street
Granby, CT 06035

The *Facilitation Meetings*, convened at the conclusion of a course's three modules, are designed differently than traditional training sessions, and lie at the heart of the Program's approach to training. Each participant must demonstrate what they have learned. Class members are assigned activities that simulate real-world situations covered in the individual modules so they can discuss them in detail during the meetings.

The program also includes certification and two follow-up sessions.

At **TRAINING IMPLEMENTATION SERVICES**, we work with companies to develop and implement custom performance-based training systems that maximize these key concepts:

- **Energized Learners** – Learners are empowered to achieve their own objectives while facilitators are given the support and tools needed to develop others' skills. Both sides benefit from the improved focus that results from our unique process.
- **Accountability** – Our *Accountability Performance System* provides both learner and facilitator with knowledge and methods relevant to your company and holds them accountable for internalizing new information and practices.
- **Increased Productivity** – No matter how sophisticated the training material, it isn't worth the time and cost if it isn't used. Our approach assures use — by blending reality into the course content in the learner's own business setting.

Top performers are motivated, new hires are enthusiastic and everyone involved is energized. Companies can meet aggressive staffing goals with capable and productive employees.

If it is true that . . .



Salespeople don't quit companies,
they leave managers.

And that . . .



Once they learn no manual comes
with the job, new sales managers
grow frustrated trying to improve
performance of their sales force.

Then we have a solution for you . . .

TRAINING IMPLEMENTATION SERVICES, INC.
*Foundations of Management
Certification Program*

Foundations of Management Certification Program

- Assures that:* ➤ Your new sales managers have the skills to manage and develop their sales organization.
- Your sales managers take their training seriously and acquire managerial and leadership skills.
 - Sales managers are supported and trained effectively *early* in their careers with your company.

The Problem:

Most sales managers just aren't prepared to be sales managers



Your company's participants will be trained to apply "best practices" management fundamentals

Most training, such as it is, comes from observing other managers, which can be good, or bad, depending on the role model



You will know that *all* your sales managers—including all new hires—possess the same set of baseline skills needed to do their jobs successfully

Sales managers often are too busy "doing the job" to find time to "learn the job"



Training can be easily accessed from any internet connection and is available 24/7

One day of classroom training can mean two days out of the office



No need to leave the office, as all training is completed on-line and by telephone

Most companies have just a few new sales managers at any one time and developing a training program just for them isn't cost effective



Training is tailored to meet a company's needs, for one sales manager or many

Many training programs are too "theoretical" and fail to cover topics pertinent to a sales manager's everyday responsibilities



The *Foundations of Management Certification Program* is based on current "best practices" and designed to address a sales manager's real-world job challenges

Sending people to off-site training programs is expensive. Allocating a lot of money for one training program may be impractical



The *Foundations of Management Certification Program* costs \$1,495 per person

It's difficult to know if a training program really works



Each trainee is evaluated and reports are issued on his or her progress; e.g., performance in facilitated meetings, and ability to implement learned skills

The Program

The *Foundations of Management Certification Program* is a blended learning experience that features facilitated meetings that teach, reinforce and apply basic management skills to everyday job challenges.

The Program includes three courses, each consisting of three modules, three facilitated meetings, one-on-one certification session, and two important follow-up sessions.

An **open enrollment** course has 6-8 participants from various companies. A **closed enrollment** course has 6-8 participants from one company. This flexibility allows you to take advantage of the Program even if you have only a single sales manager to train.

The study portion of the *Foundations of Management Certification Program* takes approximately two months to complete. It requires 6-8 hours of preparation per course (a total of 18-24 hours), participation in three 1-1½ hour facilitated meetings and two 1½ hour follow-up sessions.

Periodic, individual reports provided to your company throughout the two-month training program on each enrolled sales manager will indicate his or her potential for job success and highlight areas where supervisory support could be needed going forward.