



Sales + HR Accelerate Results

*Combining the power of sales and human resource management
to drive improved business results.*

Objective: Increase revenue and profits by improving sales force effectiveness

Program: Some or all of the following elements

- Strategy & Tactics Workshop with sales & marketing managers
 - Discuss and affirm the strategy, document the tactics
 - Measure the Activity, Milestones and Results
 - Design a PUSH program
- Sales Force Assessment Workshop, with Sales Managers and HR
 - Motivation and Effort
 - Results
 - Skills & Knowledge
 - Sales & Marketing alignment
 - Sales & HR alignment
- Systems Review and recommendations
 - Job Descriptions
 - Coaching & Feedback systems
 - Annual Review system
 - Performance Improvement Plan template
 - Incentive Plans
 - Lead, Opportunity & Activity management
- Training Salespeople
 - Train the Trainer available
 - Sales Skills – Basic and Advanced
 - Product & Market Knowledge
 - Planning and Prioritization
 - PUSH program implementation
- Performance Management Process Workshop
 - Review current process
 - Discuss former/current performance issues
 - Break-out groups to address case studies
 - Report back to larger group – lessons learned
 - Action steps – how managers are going to incorporate new skills
- Interviewing Skills Workshop
 - Create profile of top performers
 - Review interview template (questions being asked)
 - Legal aspects of interviewing
 - Break out groups to share approaches/questions used
 - Role play interviewing skills
 - Action steps – how managers are going to incorporate new skills
- Implementation Coaching
 - Coaching conference calls
 - Milestone review sessions
 - Follow up recommendations & adjustments

Timeframe: Programs can be designed for as little as a 3-hour workshop plus preparation time, or for a series of workshops, depending on client needs and customization.

Call or email today for a free consultation ...

Provided in cooperation with:

HR RESULTS, LLC
Focusing on People, Processes and Systems