

Success in business development is very much dependent on a team effort – and for your team to meet its objectives you must motivate and focus every member whilst leading by example.

This practical coaching programme will help you develop the exceptional and rounded business skills required to fulfil this demanding role. An introductory session with your coach enables you to determine:

- **Your needs** (*and the related needs of your team and organisation*)
- **Your preferred learning style and pace**

Once an approach has been agreed, your coach will explore the specific issues you wish to tackle during the programmes. For example, these may include:

- Developing a focused strategy to develop existing and potential business – know your client base, what they need and how you & your team can provide it
- Establishing effective performance indicators and achievable targets while keeping an eye on the bottom line
- Identifying your own management style - improving team performance by adapting it to meet the needs of your team
- Recognising quality sales people – how to recruit and keep them
- Building a team from individuals – understanding team dynamics and how to establish team roles and goals
- Developing a framework to train/coach your team for maximum performance – how to recognise training needs and act on them
- Identifying and measuring the ability and effort of each team member – how to analyse performance problems and coach team members to overcome them
- Leading and motivating your sales team – through good times and bad
- Organising time and priorities for yourself and your team
- Understanding the financial side of sales management – using your company's budgeting process, financial accounts and contributing to them profitably
- Building strong working relationships - communicating successfully with internal and external contacts at every level

With this information, your coach will then devise a tailored coaching programme and agree a schedule. This approach allows for greater flexibility, e.g. tackling issues that arise during the programme.

In addition to the scheduled one-to-one coaching sessions, your coach will also be available to offer guidance by phone or email if you require.

Contact us now on **01481 728248** or **contact@select-training.co.uk** – and let us help you make your goals a reality.