

## SALES MANAGEMENT TOOLKIT: LEARN MORE, SELL MORE



### You will learn:

- What to expect from London School of Sales e-learning modules for sales management, including the different types of learning resources used
- How best to create your own personal toolkit that will develop a growth mindset
- The rules you need to embrace to support your self-development

### The benefit of learning:

- Providing Sales Managers with the guidance they need to get the most from London School of Sales e-learning experience

### Contents

1. Sales Management Toolkit: Self-appraisal
2. Sales Management Toolkit: Embracing Change
3. Sales Management Toolkit: Vision
4. Sales Management Toolkit: Values
5. Sales Management Toolkit: People Strategies
6. Sales Management Toolkit: Improving Performance
7. Sales Management Toolkit: Improving Results
8. Sales Management Toolkit: Decision-making
9. Sales Management Toolkit: Personal Credibility



Take your next steps to  
greater sales success

**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: SELF-APPRAISAL

1/9



### You will learn:

- How to conduct a personal assessment of yourself to identify the internal and external factors that you see as favourable or unfavourable in yourself
- The value of completing self-awareness tests to enhance your understanding of yourself and your likely response in various situations, dealing with different personalities and when you're under pressure
- The importance of identifying and having clarity in your personal vision as well as understanding what the impact of making sacrifices does
- Acknowledging your 'why' – and its importance to everything that you do
- Appreciating why asking for help is not failure and instead you helping yourself
- The benefits of collaboration and delegation to your continued growth and success as a sales manager

### The benefit of learning:

In order to move forward and realise your potential as a Sales Manager you first need to accept where you are and how you got there. Each experience you have gone through, both personally and professionally has helped you, however you must realise how.

This module will help Sales Managers process the 'storms' and 'successes' from the past – and how these experiences have been powerful in supporting your growth.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%.



Take your next steps to  
greater sales success  
**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: EMBRACING CHANGE

2/9



### You will learn:

- How to embrace instances of 'change' and using it as an opportunity for growth, rather than being overwhelmed by it
- How to evaluate the potential impact of change, mitigate against the risks and plan for it effectively
- The importance of having a mentor and benefits of talking through scenarios without having any fear of judgement
- Managing frustrations, understanding their root cause and what happens if you do nothing
- How to use frustrations as opportunities to support you and your team's self-development
- How to develop a growth mindset and understand the impact of conditioning over time

### The benefit of learning:

Sales Managers must balance many activities and personalities, develop a strategic vision and culture and encourage their team to grow and improve for long-term success.

This module encourages and teaches Sales Managers to understand themselves, their team and to embrace change so they can handle challenging situations and achieve higher levels of success.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%.



Take your next steps to  
greater sales success  
**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: VISION

3/9



### You will learn:

- How to validate whether individuals are committed or simply interested to their development and growth
- How do identify your vision, level of commitment and passion towards it, along with instilling these elements within your team
- What happens if you or your team are confused about the vision and the potential impact of peer pressure
- The importance of ensuring those around you are equally committed to what they do as you are to what you do and balancing experience versus commitment
- Why 'acting up' and 'assuming the role' can help you determine an individual's level of commitment
- How to manage your time better and the biggest 'time wasters' a sales manager has to deal with
- Why explaining the importance of every task helps commitment to the vision?

### The benefit of learning:

Sales Managers must be willing to commit wholeheartedly to their vision as well as getting by in from those around them. Being interested is simply not enough, and without the required commitment true success is unlikely to be realised.

This module will help Sales Managers develop a strong vision and appreciation of how being committed to it will support their growth.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 80%.



Take your next steps to  
greater sales success  
**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: VALUES

4/9



### You will learn:

- Why your values are key to your personal development and growth
- How you can identify your values, understand them and appreciating their impact as you evolve and growth
- Understanding the bias in your decision making and the impact it's having on your behaviour
- The difference between confidence and values
- The benefits of identifying and using shared values as anchor points for your team's cooperation and growth
- The characteristics on which the right cooperation is formed

### The benefit of learning:

Values can be defined as principles or standards of behaviour related to one's judgement of what is important in life.

Each Sales Manager's values influence everything that they do and say, consciously and subconsciously - This module explores the impact of values and how they evolve as you develop and grow.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 66%.



Take your next steps to  
greater sales success

**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: PEOPLE STRATEGIES

5/9



### You will learn:

- How to reduce the volume of assumptions you're making and appreciating different viewpoints regardless of whether you agree or not
- Understanding the grey area that exists in each situation and how you can use this as an opportunity
- The importance of developing the right culture within your team and having an investigative mindset
- Why having a diverse network that challenges you is critical to your continued growth and development
- The impact of pressure, how to recognise the signs and what to consider before taking action
- Shifting your mindset from your default to win the battle with your mind

### The benefit of learning:

The ability to acknowledge and understand things from multiple perspectives to what your default may be is hugely important for each Sales Managers continued growth and future success. Perspective is the way you see something. It has a Latin root meaning "look through" or "perceive".

This module will provide context and strategies to help Sales Managers process opinions that are unnatural to them and how they can leverage and develop a diverse network that challenges their thinking.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 75%.



Take your next steps to  
greater sales success  
**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: IMPROVING PERFORMANCE

6/9



### You will learn:

- Defining positive and negative habits and how they evolve into routine subconscious behaviours
- Appreciating your reasoning for wanting to change a habit including your objectives and desired outcomes
- Investing your time and effective planning on how long it can take to change a habit once formed
- What happens when you procrastinate on changing a habit that is not supporting your growth and continued success
- The 80 – 20 rule when it comes to changing a habit and what you can do to maintain the change you've made
- The impact of layering of one habit on top of another over time and the ripple effect that they create

### The benefit of learning:

Sales Managers must appreciate the impact of positive and negative habits that foster their development and growth.

This module will help Sales Managers understand the origin of their deep-rooted habits and how they influence their behaviours if they don't take control of them

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 66%.



Take your next steps to  
greater sales success  
**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: IMPROVING RESULTS

7/9



### You will learn:

- Appreciating how our minds create associations and connections that make us feel comfortable or vulnerable
- How to enhance your awareness of what's going on around you
- Spotting patterns and asking the right questions to support achievement of the desired outcome
- Taking time to reflect, creating models and then making decisions for the right reasons
- Balancing the people versus process debate and planning out the consequences
- Using mistakes as an opportunity for growth and knowing when is the right time to get involved
- Using stories to help your team understand and appreciate consequences and the potential impact on future results

### The benefit of learning:

Each experience we have helps us, and whilst it's not always clear to see how at the time, when we take a step back and reflect, we're able to see the lesson we needed to learn in order to improve our future outcome and results.

This module looks at how Sales Managers can leverage each experience, use the power of reflection and develop an innate ability of knowing when to get involved in order to improve future outcomes and decisions.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 80%.



Take your next steps to  
greater sales success  
**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: DECISION-MAKING

8/9



### You will learn:

- The impact of procrastination and why it's a sin if you've completed the appropriate due diligence and modelled out the scenarios
- Why making decisions is important, what it does for your growth and how you learn at a faster pace when taking decisions on behalf of others
- How to assess the consequences, reduce assumptions and take calculated risks – there is no guarantee of success
- What should you do when making decisions that your team is against and how you move forward?
- The benefits of effective communication to your management success and what happens when you don't have the right cooperation

### The benefit of learning:

Sales Managers must be able to avoid procrastination and make decisions even when times are challenging. Taking decisions and effectively communicating these with their teams is critical.

This module demonstrates the impact a lack of decision-making can result in and gives advice to help Sales Managers become more decisive.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 80%.



Take your next steps to  
greater sales success

**ENROL NOW**

## SALES MANAGEMENT TOOLKIT: PERSONAL CREDIBILITY

9/9



### You will learn:

- Developing your personal brand, reputation and credibility – how do you do it?
- Knowing that you're always going to be judged, what can you do and more importantly not losing your focus?
- What can you do instead of making a judgement or criticising someone and how the notion of perfection evolves with your development?
- Why attitude cannot be coached and if there is an issue it must be dealt with swiftly
- The importance of development competencies for the various roles within your team and measuring their levels
- What others say about you enhances your credibility
- How to provide feedback and create an attitude of gratitude

### The benefit of learning:

Everything you do or say consciously or unconsciously is either working towards building your profile and credibility or working against it - What will you accept?'

This module highlights how Sales Managers can enhance their reputation and credibility by holding themselves accountable to the values that they stand for and believe in.

The theory element of the module will take on average 2-3 hours to complete. Give yourself ample time for reflection and completing the additional exercises to support your development.

The end of module quiz pass rate is 80%.



Take your next steps to  
greater sales success  
**ENROL NOW**