

Course : Boost your sales teams

best practices for motivating your sales force over the long term

Practical course - 2d - 14h - Ref. BEC

Price : 1500 CHF E.T.

★★★★☆ 3,9 / 5

How can you take into account the personalities of your sales staff and develop them in the interests of the team? What approaches can help them gain confidence and meet your future sales challenges? Through its practical workshops, this course will enable you to integrate effective management techniques.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Adopting a coaching posture when dealing with a team
- ✓ Understanding your team and convincing them of the issues at stake
- ✓ Focus on agility and sales efficiency
- ✓ Set motivating targets and unite each salesperson
- ✓ Build tools to assess and manage sales activity

Intended audience

Sales executives and managers, sales managers.

Prerequisites

Sales experience. Must be in a management position or in the process of taking up a new position.

Practical details

Role-playing

Progressive workshops on know-how and interpersonal skills (more than 50% of training time). Role-playing exercises. Group and individual debriefings.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to participants' contexts and experiences.

Course schedule

PARTICIPANTS

Sales executives and managers, sales managers.

PREREQUISITES

Sales experience. Must be in a management position or in the process of taking up a new position.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Get to know yourself and become "an influencer" for your team

- Define the manager's field of action.
- Diagnosing management: strengths and weaknesses.
- Adopt the type of management that promotes collective success.
- Involve people in the action.

Role-playing

Develop your leadership skills through mastery of communication.

2 Adopt an agile organization

- Assess employee autonomy.
- Adopt new uses: facilitate interaction and information sharing.
- Adapting the organization of your team, the keys to the agile manifesto.
- Maintaining the group's adaptability.
- Delegate to gain agility.

3 Define clear, realistic objectives.

- Use objectives as a genuine management tool.
- Distinguish between qualitative and quantitative objectives.
- Delegate the monitoring of qualitative objectives: delegation matrix.
- Negotiate objectives, win support.
- Monitor results.

Role-playing

Create combined objectives. Identify a product/service linked to a priority.
Create optimized short- and medium-term objectives.

4 Defusing tensions and concerns

- Analyze and define your approach.
- Demonstrating confidence.
- Defeating the causes of collective demotivation. Neutralize negative leaders.
- Understand the tool for identifying the eleven causes of conflict.
- Explain your veto.
- Mobilize around a positive issue.

Role-playing

Becoming a facilitator. Intensive conflict resolution training.

5 Promoting education and transparency of information

- Understand team members' behaviors.
- Drawing inspiration from appreciative inquiry: creating positive synergy.
- Define a shared vision. Give constructive feedback.
- Encourage team commitment by setting an example.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

6 Boosting team performance through complementarity

- Be attentive to the concerns of high-potential members of your team.
- Identify the drivers of employee motivation.
- Develop a fighting spirit in the face of deteriorating situations.
- Maintain employee motivation through "quick wins".
- Lead energizing team meetings.

Role-playing

Create dialogue circles and bring out collective intelligence. Lead an innovative team meeting.

Dates and locations

REMOTE CLASS

2026 : 25 June, 1 Oct., 10 Dec.