



Sales Manager Leadership Mentoring Programme

Introduction to Leadership

- The Importance of Leadership
- Early experiences with Leadership
- How to Get the Most out of this Programme
- How to Accelerate Your Learning And Get Results Faster

1. What is Leadership?

- Why Leadership is so Important
- Why the McDonald Brothers failed to franchise McDonalds
- Why entrepreneurs and pioneers often fail
- Why Leadership is not the Same as Management
- A case study of exceptional leaders
- What do all exceptional leaders have in common
- What do they know
- What do they do
- Why were or are they exceptional Leaders
- 20 Characteristics of all Top Leaders
- Why Leadership is not based on Rank or Title
- It's not the Position that Makes The Leader; It's the Leader that Makes the Position
- Why Leadership is About True Leverage through People
- Why it Starts with Self-Leadership
- The Responsibilities of Leadership

2. Why Leadership Starts With Us

- How will you measure your future success as a leader
- 7 Steps to create your own better future as an effective leader
- Why set goals?
- 6 reasons to set goals

How To Set and Achieve Your Personal and Professional Goals And Treasure Map Your Future

- How to put the power of goal setting behind your Leadership careers.
- Why having the "how to skills" is not enough for success in sales today.

The Auto Academy



- Why all top achievers have a clear picture of where they are going, when they intend to arrive and why they want to be there.
- How to develop your own Peak Performance System based on continual Goal Setting and Daily Action Planning
- How to break down your annual income and sales goals into monthly, weekly, daily, hourly goals and activity plans that will make you **absolutely unstoppable**
- How to use the "Law of Concentration"
- How to cope with adversity and temporary set backs
- How to respond creatively to disappointment or rejection
- How to stay on purpose all of the time
- Personal Presentation

How To Balance Your Life To Achieve Success In All Areas

Focusing only on the achievement of professional goals can create catastrophic results in other vital areas of one's life including your health and your relationships.

- The secrets to living a balanced life
- The 7 vital spokes to their "Wheel of Life" - Career, Family, Financial, Mental, Physical, Spiritual and Social
- The 8 steps to setting goals
- How to set goals with your family
- Why mastering these skills will reduce your stress and provide real enjoyment of their success.

3. Why A Team Will Always Be A Reflection Of It's Leader

- Introduction to the 6 vital functions of Leadership
 - Hiring
 - Training
 - Coaching
 - Leading
 - Motivating
 - Managing
- Introduction to Hiring
- 12 Steps to attract and recruit top people
- Introduction to recruitment interviewing
- Effective interviewing strategies for leaders
- Characteristics of Today's TOP GUN Sales Manager
- Developing a Leadership Style to Create a TOP GUN Sales Team
- Extra Interviewing strategies when interviewing for a sales role
- Why Should Your Team Follow You?

The Auto Academy



4. Recruiting an Exceptional Team

- Interview questions for new recruits
- First interview questions when hiring
- First Interview questions for sales people
- Why a Sales Team Will Always Be a Reflection of The Sales Manager
- How to Recruit and Keep a TOP GUN® Sales Team
- How to Attract Good Sales People
- 12 Steps to Recruiting Good Sales People
- Selection and Interview Strategies
- The Selection Process - How to Conduct an Effective Interview
- The Hiring Interview - How to Gain Commitment From a New Hire
- "Knock Outs" - Reasons not to Hire
- Starting New People

5. Training - Part 1

- Introduction To Training - We get the people we deserve through hiring and training
- The 7 different types of people we lead
- How to deal with the 7 different types of people we lead
- 10 steps to develop your people
- 10 Principles of great training
- Introducing Performance Standards to Create High Performing Sales People
- The structure of Professional Training
- How to Structure Good Training and Become a Great Training

6. Training - Part 2

- Defining the Top 10 characteristics for creating high performers on your team
- The Winning Edge Strategy - Developing the top 10 characteristics for high performance with members of your team
- 10 key determinants of top sales performance
- **Extra Sales Management Chapters....**
- **Sales Managers Chapter - The 10 Characteristics of High Sales Performers On Your Team**
- **Sales Managers Chapter - What do Top Sales Performers Do?**
- **Sales Managers Chapter - The 10 Characteristics of Top Sales Performers**
- **Sales Managers Chapter - How to Develop a Winning Edge in Selling**
- **Sales Managers Chapter - What is Selling?**
- **Sales Managers Chapter - A New Module for Selling**
- Starting new people on your team
- How to conduct effective team meetings
- How to conduct effective video conference team meetings



7. **Coaching - People will be as good as we help them to be**

- Introduction to Coaching
- How to run an effective coaching session
- How to discipline through a coaching session
- The Performance Review as a leadership tool
- De-Hiring poor performers. When enough is enough!

8. **Leadership - How to be worth Following**

- How to create a "100% Self Responsibility Culture" in your team
- Leadership on a new project
- Why trust is the foundation of leadership
- How to earn trust of your team members fast
- The top 6 ways that leaders gain others' respect
- Tapping into your natural leadership ability
- Value adding to others
- Intuitive Leadership
- Why and How to lead from the front
- How leaders can connect with their people at heart level

9. **Motivating and Managing Your Team**

- What motivates people – really!?
- The hidden secrets of motivation and why it's important to understand them
- Proven and effective motivational strategies understood by exceptional leaders
- How to find out what motivates each individual member of your team
- How to use that motivation to bring out the best in each person
- Team motivation strategies and creating team synergy
- The importance of meetings as a motivational tool
- What motivates Sales People
- How to motivate Sales People
- Managing process and people
- Leveraging through effectively managing people and processes
- The characteristics of Top People Managers
- The importance of accountability
- The "Un-Reasonable Friend System" as a team management strategy
- Why good leadership is about empowering others
- The importance of accountability in leadership and managing people
- Dealing with resistance to change. Why you need to be a "Change Agent"



- Why leaders are Big Picture People – Mission, Vision, Strategy
- How to lead from the front and be a good example for others
- Why momentum is the leaders responsibility
- How to get “Buy In” from your people
- How to gain total commitment
- Why it is important to “Inspect what you Expect”

10. How to Lead and Motivate Different Behavioural Styles

- Introduction to Personality Behavioural Styles
- Understanding different Behavioural Styles on your team
- How to deal with the different Personality Behavioural Styles and get optimum performance from each type on your team

11. Negotiating As a Leader

- What negotiations do you get involved with?
- Why become a great negotiator?
- Structure and phases of a negotiation
- 10 strategies for effective negotiating
- 20 sources of power in every negotiation
- Ploys, Gambits and Dirty Tricks

12. End of Phase 1 Review