

## Senior Sales Training – Agenda

### Training Agenda

# “Become a Professional Sales Leader in Mechanical Engineering – Manage Strong Sales Teams and Build High Efficient Customer Relationships”

15<sup>th</sup> – 16<sup>th</sup> November 2018, 9:30am-5:30pm, Shanghai  
Sales Training (in English) for Senior Sales, Sales Department Manager, Sales Group Head

#### Company Benefits

- Support in setting up advanced selling culture and strategy
- Shape a unified company selling image
- Streamline the sales process and improve the sales team performance
- Empower the sales leaders to build a strong sales team

#### Participants Takeaways

- Higher perception of sales responsibilities and competencies
- Proper and positive sales mindset
- Solid and practical coaching-style selling skills
- The efficient ways to build customer relationship
- The leading approach to manage sales teams

### Day 1

#### Morning Session

#### **Module 1: The Goal Setting of a Mechanical Engineering Sales Leader**

*Learning Objective: Understand the Value and Competency Model of a Professional Sales Leader*

- Opening
- What is Professional Sales Leader
- The Inner Change of Sales Leader

#### **Module 2: The Self Perception of a Mechanical Engineering Sales Leader**

*Learning Object: Analyze the Resources and Obstacles of a Professional Sales Leader*

- Strengths and Challenges to be a Professional Sales Leader
- Solution Ideas of Key Challenges

#### Lunch

#### Afternoon Session

#### **Module 3: The Entry Path of a Mechanical Engineering Sales Leader**

*Learning Objective: Grasp the BEING skills of a Professional Sales Leader*

- Self-Administration of Sales Leader
- Basic Applications of Sales Leadership
- Sales Management Scenario Practice



## Day 2

Morning Session

### Review of Day 1

#### **Module 4: The Growing Path of a Mechanical Engineering Sales Leader**

*Learning Objective: Grasp the DOING skills of a Professional Sales Leader*

- Coaching-style Sales Leadership
- Advanced Applications of Sales Leadership
- Summary of Coaching-style Leadership
- What Makes Sales Team Great .

### *Lunch*

Afternoon Session

#### **Module 5: The Action Moving of a Mechanical Engineering Sales Leader**

*Learning Objective: Practice the learnt methodology and skills of a Professional Sales Leader*

- Innovative Learning
- Sales Leader Peer Advisory Meeting

#### **Wrap-up: Share Key Learnings & Takeaways**