

If it is true that . . .



Salespeople don't quit companies, they leave managers.

And that . . .



Once they learn no manual comes with the job, new sales managers grow frustrated trying to improve performance of their sales force.

Then we have a solution for you . . .

TRAINING IMPLEMENTATION SERVICES, INC.

*Foundations of Management Certification Program
for New Sales Managers*

The Program

This *Foundations of Management Certification Program* is a blended learning experience that features facilitated meetings that teach, reinforce and apply basic sales management skills to everyday job challenges.

This unique training program is conducted *entirely on-line and by telephone*, making it both timely and cost-effective—no out-of-office time is required, no travel-related expenses are generated.

The program includes three courses, each consisting of three modules, three facilitated meetings, a one-on-one certification session, and two important follow-up sessions.

An ***open enrollment*** course has 10-12 participants from various companies. This flexibility allows you to take advantage of the program even if you have only a single Sales Manager to train. Courses with ***closed enrollment*** are available for those companies with 10-12 participants.

The study portion of the *Foundations of Management –New Sales Managers* takes approximately two months to complete. It requires 6-8 hours of preparation per course (a total of 18-24 hours), participation in three 1–1½ hour facilitated meetings and two 1½ hour follow-up sessions.

Periodic, individual reports provided to your company throughout the training program will reflect his or her potential for job success and highlight areas where supervisory support could be warranted.

Foundations of Management Certification Program for New Sales Managers

This program assures that your Sales Managers will:

- *have the skills to manage and develop their sales organization*
- *acquire effective managerial and leadership skills*
 - *be supported and trained effectively early in their career with your company*
 - *take this training seriously and leave with a plan to implement.*

The Problem:

Most Sales Managers just aren't prepared to be Sales Managers

Most training comes from observing other managers, which can be good or bad, depending on the role model

Sales Managers often are too busy "doing the job" to find time to "learn the job"

One day of classroom training can mean two days out of the office

Creating and implementing an in-house training program for a single new Sales Manager (or even just a few new Sales Managers) is not cost effective

Many training programs are too "theoretical" and fail to cover topics pertinent to a Sales Manager's everyday responsibilities

Sending people to off-site training programs is expensive and allocating a large sum of money for a single training program may be impractical

It's difficult to know if a training program really works

The Solution:

➤ Your company's participants will be trained to apply "best practices" sales management fundamentals

➤ You will know that all your Sales Managers—including all new hires—possess the same set of baseline skills needed to do their jobs successfully

➤ Training can be easily accessed from any internet connection and is available 24/7

➤ No need to leave the office, as all training is completed on-line and by telephone

➤ This course is offered on a regular basis and will be available when your new Sales Managers need it

➤ This program is designed to address real-world challenges and integrates activities that the Sales Manager can implement on the job

➤ *The Foundations of Management Certification Program* is only \$1,495 per person

➤ Supervisors are given reports on the Sales Manager's performance in facilitated meetings and during certification, including an assessment of their ability to implement learned skills

The Curriculum

COURSE 1

Becoming a Sales Manager

- ♦ The Prime Time Sales Manager
- ♦ Managing Yourself
- ♦ Managing Your Team

Facilitation Meeting: Course 1

COURSE 2

Recruitment and Selection

- ♦ The Ideal Candidate
- ♦ Recruiting Techniques
- ♦ The Selection Process

Facilitation Meeting: Course 2

COURSE 3

Developing Your Team

- ♦ The Business Planning Process
- ♦ The First 90 Days
- ♦ Coaching Your Team

Facilitation Meeting: Course 3

One-on-One Certification & Action Plan

2-Month Action Plan Follow-Up

6-Month Action Plan Follow-Up

Fee per student: \$1,495.00

Facilitation Meetings convene at the conclusion of each course. These meetings are designed differently than traditional training sessions and lie at the heart of the program's approach to training.

Each participant must demonstrate what he or she has learned by discussing course material and presenting their assignments.

These assignments simulate real-world situations and will give the participant the opportunity to reinforce what they have learned and demonstrate how they will utilize these new skills in the workplace.

Training Implementation Services, Inc.

We work with companies to develop and implement custom performance-based training systems that maximize these key concepts:

Energized Learners

Learners are empowered to achieve their objectives while facilitators are given the support and tools needed to successfully develop learners' skills. Both sides benefit from the improved focus that results from our unique process.

Accountability

Our Accountability Performance System provides both learner and facilitator with knowledge and methods relevant to your company. This system holds the learner accountable for internalizing new information and practices.

Increased Productivity

No matter how sophisticated the training, it isn't worth the time and cost if it isn't used. Our approach assures use—by blending reality into the course content for use in the learner's business setting.

**Top performers are motivated, new hires are enthusiastic
and everyone involved is energized.**

Using our system, your company can meet aggressive staffing and production goals. You will also be able to identify capable and productive employees early in the hiring/promotion process.

Call us today to register or for information
TRAINING IMPLEMENTATION SERVICES, INC.

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