

# SALES LEADERSHIP & COACHING MASTERY

PRESENTED BY IAN STEPHENS

A two (2) day Sales Management program where participants learn a combination of skills and tools that can be used to motivate and manage the sales-force. The tools are practical, systematic and measurable. On day two, participants learn the practical yet soft skills of coaching and developing sales oriented people, and are equipped with a series of tools that can be used to develop and ensure the sales team lands the revenue target.

## Day 1

May 25th, 2010—Sydney  
Program Content

- Experience a model to more strategically manage and focus the teams sales activities
- Learn the 7 universal laws governing effectiveness in a sales environment
- Build product or market specific tools which focus the sales team on a defined target market which is aligned to the desired sales and marketing direction of the organisation
- Take on board the 3 laws of Sales Management and leadership
- Create a sales specific Skills Audit system in support of existing Performance Management tools used through HR

## Day 2

May 26th, 2010—Sydney  
Program Content

- Understand the underlying values systems that drive the way people act and react
- Explore the four roles you need to play as a coach which vary according to the person's desire and capability
- Complete an instrument to discover what motivates you and others, particularly applicable with recruitment and retention
- Learn and practice a simple way to conversationally assist others to re-wire their limiting beliefs
- Appreciate how to adjust your coaching emphasis depending on the coaches' level of knowledge, skill, and motivation

## OUTCOMES

Sales Managers or senior leaders will have the mechanisms to manage a diverse and eclectic group of individuals that typically make up a sales team, giving them the confidence for more accurate budget planning and forecasting; They will understand what drives them, and be able to lead and coach the team to generate more aligned results.

Ian Stephens is a trainer with a passion for the practical. His entertaining and dynamic sessions demonstrate how to build and create practical productivity tools, and develop skills that the front-facing sales force can use to increase revenue.

Formerly a management consultant with the international sales / revenue generation specialist, Ian has global experience working with a large range of national and international clients. His expertise creates the means for clients to make their revenue strategies happen.

## Who should attend?

- Sales Managers
- Senior leaders responsible for a revenue stream
- Product or Channel Managers



**SALES LEADERSHIP & COACHING MASTERY  
SYDNEY**

**DAY 1 MAY 25TH, 2010  
DAY 2—MAY 26TH, 2010**

**REGISTRATION / TAX INVOICE  
(Please keep a copy for your records)**

**VENUE:**

To be confirmed.

**Registrations** are from 8.30am. Program starts at 9.00am and finishes at 4.30pm

**Registration Fee:**

\$1995.00

All prices are inclusive of 10%GST, lunch and breaks, participant workbooks and handouts.

**Discounts**

For 3 or more delegates from the same organisation, a discount of \$100.00 per person applies.

**Cancellations**

- Full refund if notice is received two weeks prior to workshop.
- 50% refund if cancellation received at least one week prior to workshop.

**Changes to the program**

Enrich Management Group reserves the right to alter the content, date or venue if necessary. Every effort will be made to communicate with participants immediately.

**In house Programs**

This program can be tailored for your own organisation's needs.

For more information, please contact Ian Stephens on 0403175794, or email [ian@enrichgroup.com.au](mailto:ian@enrichgroup.com.au)

**Fax, post or email with payment to:**

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NSW, Sydney, 2154

Ph: 02 9680 1259

Fax: 02 9680 9429

Email: [karina@enrichgroup.com.au](mailto:karina@enrichgroup.com.au)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Attendee's Names:**

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\_\_\_\_\_

Total Payment \$ \_\_\_\_\_ for \_\_\_\_\_ attendees via:

DIRECT DEPOSIT BANK: NAB

BSB: 082 574

ACC: 48075 6033

CHEQUE Payable to Enrich Management Group PTY LTD

Visa

Mastercard

Card No: \_\_\_\_\_

Exp Date: \_\_\_\_\_ / \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Signature: \_\_\_\_\_