

TQPQ Management Training Change Behaviors and Results

Sales Builders (SBI) offers sales management training to assist you in the areas of sales coaching, interviewing, interpersonal skills and personal development. SBI provides specialized consulting services in which our highly experienced training and management consultants work with you to analyze your specific needs.

SBI provides a "how to approach" that can be seamlessly integrated when we provide both the management consulting and TQPQ training. We create a blueprint for focused management training; by providing the skills, tools, and reinforcement, we offer a complete, effective solution. Customized exercises, case studies, and tools focused on client needs will allow you to achieve heightened success. Our objective is to change behaviors, change the culture, and improve results.

We live in a dynamic world, evolving daily. In many ways how business is done has changed. The advent of electronic information and data being transferred at cyber speed has demanded many organizations rethink their current approach to obtaining new clients and maintaining their current market position. It can't be business as usual. Change starts with the managers and how they interact with their sales people. Too often sales managers are promoted from within and how have a hard time transitioning from sales person to sales managers. They need the training, skills, coaching, and reinforcement to transfer their knowledge to their team. At Sales Builders we often recite the saying, "Feed a person a fish and you feed them for a day. Teach them to fish and feed them for a life time." Successful managers can't do all the fishing and feeding, they have to teach those skills and be trusted advisors to their team.

The TQPQ Management Training course is broken into five different parts;

Change

Part 1 sets the foundation for learning a new approach geared towards management that will ensure improved results. It opens the participants' minds to managing from a different perspective. TQPQ Management Training will inspire confidence and offer your managers a process that they can apply to every situation they encounter. It all starts with changing the behaviors, thinking, and actions. Many times a total culture change is required.

Part 1: Some specific areas addressed:

- Make sure the team buys into the class.
- Encourage them to challenge any aspect they do not like, believe, or are uncomfortable with

- Provide them the opportunity to add their specific areas of concern to the agenda
- Set the foundation and define our management approach and why it is important
- Discuss changes in how business is done
- Discover changes your team has already made in their approach or what they need to change
- Learn why "Good" is the evil to "Great"
- Begin to set the foundation to establish a TQPQ relationship with their own team
- Challenge many misperceptions about the "rules of management"
- Discuss "out of the box thinking" and applying it to managing
- Define attributes of success and performance

Hiring Superstars

In Part 2 we discuss the process of finding "superstars" and weeding out the "posers". Any manager's job becomes a lot easier if they have the right people in the right positions. Some of the worst sales people are the best interviewees because they have had so much practice at perfecting their interviewing skills. Sales managers need a consistent process that will help make the entire interviewing process just that, a repeatable consistent process. This includes questions that will uncover real motivations and help determine the organizational/team fit of the interviewee. There is no room for a make it up as you go interviewing process.

Part 2: Some specific areas addressed:

- **How to Find Good People:** Many organizations have inside recruiters and HR staff with the charter to find good candidates for managers to interview. Today's managers can't rely on this alone. They need to be taught skills to help them source people for themselves
- **Traditional Interviewing:** What are the common questions and mistakes made by managers looking for superstars
- **Interviewing Questions:** Specific questions to ask are reviewed and how to use them is revealed
- **Behavior Interviewing:** Interviewing based on discovering how the interviewees acted in specific employment-related situations. The logic is that how you behaved in the past will predict how you will behave in the future i.e. past performance predicts future performance
- **Conducting Meal Interviews:** Interviews are often stressful for both manager and interviewee. A lot can be determined when you get a potential employee out of the office environment. Interviews can be more stressful when you are expected to eat and talk at the same time. In the hiring superstars section we discuss what managers should expect from interviewee over lunch or dinner interview situations
- **Phone Interviews:** While you're actively searching for new hires, it's important to be prepared for phone interviews. Managers can learn a lot on the phone, and we will unveil how to weed out candidates that otherwise might waste their precious time

- **Exit Interviews:** Learn how to conduct exit interviews where everyone feels comfortable about openly sharing in their experiences while at the company. Having honest dialog can only further enhance your company culture & employee moral

Enabling Your Sales Team Full Potential

Enabling your salespeople to achieve their full selling potential is the key for any successful sales manager. Parallel to this objective is to being able to grow their people. In many organizations there are generational gaps between the sales people and managers. This can be a healthy gap if managed correctly, if not it can cause unnecessary turnover, low morale & productivity. Managers must have the skills and knowledge on how to mentor their team in a valuable way. They create productive organizations build confidence and competitive spirit amongst their sales team.

Part 3: Some specific areas addressed:

- Leverage reward and recognition programs for maximum performance results
- Create loyalty amongst your team
- Learn to use specific motivational tools based on individual needs and drivers
- Create a mutually defined sales culture
- Differentiate between strategic management and tactical coaching
- Identify five characteristics of a successful coach
- Motivate your team through effective communication
- Distinguish between leadership and management
- Identify A, B, and C players and how to make necessary adjustments in the effort and time you spend in coaching them
- Develop individual and team activities to foster a strong sales culture
- Describe how to leverage reward programs and group dynamics
- Examine key course tools as they apply to a relevant case study

Strategically Applying Interpersonal Know-How

Many times it's not what you say but rather how you say it that makes the difference. Strategically applying interpersonal know-how will equip managers with the communication skills to: neutralize energy draining conflict, save time and money with effective giving and receiving of feedback, empower and support innovative thinking. The command and control management approach is giving way to a more team oriented environment. We offer skills & training that provide managers with the tools to exhibit behavior consistent with a team oriented culture.

Part 4: Some specific areas addressed:

- Relate to your team on their level
- Realign manager priorities to sales teams priorities

- The changing sales environment
- Being a "Trusted Advisor" to the sales team
- Learn to apply interpersonal know-how to persuade and negotiate your way to positive results
- Learn to develop a TQPQ relationship with your sales team
- Put yourself in the sales person shoes
- Challenges of special personnel situations
- Improvement Plans –use and execution
- Role playing the scenarios
- "Good Cop" "Bad Cop Management"
- Establish and communicate accountability and measurements

Developing an Entrepreneurial Team Mentality

When all is said and done each manager is directly responsible for the success or failure of their team. Many managers seem to have forgotten this and blame their lack of success on everyone & everything other than themselves. In part 5 we spend time discussing how to ensure managers understand what they need to become the masters of their own destiny; the right mind set for success is developed. We offer them ways to make sure everyone on their team has an entrepreneurial team mentality. We teach managers how to develop plans, measurements, and hold the individual team members accountable for their own success.

Part 5: Some specific areas addressed

- Clarify the role of professional services, sets/resets expectations, and enforce the basic principle: "Their level of success is up to them."
- Explain the similar aspects to a franchise business and managing a group of clients.
- Express the importance of, and how to, write a detailed business plan resulting in ongoing success.
- Teach managers about the "Entrepreneurial Mentality" they need to come to work with every day.
- Explain to manager how to create this mentality amongst their team and how to leverage it
- Show examples of good and bad entrepreneurial plans.
- Present and review an outline for entrepreneurial written plans.
- Several interactive exercises are in section 5.

Reinforcement Overview

We understand the critical role reinforcement plays in effective training. We offer highly effective consults, products, and tools to supplement, enhance, and reinforce training skills and strategies. Our reinforcement tools include;

- On-going Consulting- SBI has some of the best consultants in the country. Our team is comprised of senior executives who have been CEOs, Presidents, and SVPs. They understand management challenges and issues. It is very unlikely there will be any situation that they have not dealt with directly. Their coaching experience is unrivaled and will help ensure your success.
- Best-selling books authored by Bob Beck

Mutual Respect

Winning in the 5th Quarter

Are we in a Depression or it is Just Me? Execute Positive Change to Get Results in a Down Economy

- CD's- a set of concise, targeted audio segments designed to strengthen a listener's critical sales skills, techniques, and strategies. Each CD is professional produced and is narrated by Bob Beck.

Relationship Selling Redefined 2 Vol Set

The Trusted Advisor 1 Vol Set

Selling Value to the Decision Maker 4 Vol Set

"Varsity Team" Coaching - "The CEO's Trusted Advisor", Bob Beck is now available to be your trusted advisor too. Your managers and sales teams can now interact with Bob on various sales topics. As a member of the "Varsity Team" you receive suggested new sales and management topics & issues to discuss. Every week will offer new topics-52 different, enlightening, and helpful topics all geared towards professional development. If you miss the live call-no problem you can download the call to your IPOD or listen to it later on line! Think about this- spend money on a cup of coffee or an hour a week with sales expert Bob Beck!

Sales Builders Inc., is a dedicated professional development firm, which offers training, speaking, and consulting all geared to help organizations, managers, and sales professionals. The ever popular and growing **TQPQ series** of training courses that have now been taught in ten countries are proving unsurpassed results to many firms throughout the U.S.