



The Challenge...

Our client underwent a steady growth and the business goal was set to continue growing at the same rate per year; over the next 3 years. The Senior Leadership Team believed the targets were achievable, but understood it would be tough. It was therefore important to support the Sales Managers through coaching to motivate and manage team performance.



The Solution...

The initiative consisted of a two-day workshop with a follow-up after 4 weeks to ensure skills were embedded. Sales Managers explored a variety of proven tools in how to measure, monitor, review and improve the performance of individuals using a coaching model. The first part was for Managers to understand their own management and leadership approach and how this affects others, developing a positive, long-lasting and far-reaching impact on members of their team.

The follow-up session incorporated scenario-based learning, workbook exercises and role-play to ensure each Sales Manager came away with new techniques and added confidence to motivate, manage and communicate with their teams. Managers were given continued support for a period of three months, to ensure they were able to address the challenges and come up with solutions.



The Result...

- Sales meetings became more focused, on what the needs were and developmental support for the team
- Clear KPIs were agreed with sales teams and reviewed on a bi-month basis, which improved the conversation between the Sales Manager and their team members



The use of actors and acting out situations was very useful. Being able to stop and start again helped to see how you could progress the review differently / more positively.

BN



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by making learning real...*