

Coaching and Managing a CustomerCentric[®] Sales Force



Course Description

This workshop is designed for sales management personnel who are committed to reinforcing and successfully executing the consultative selling methodology taught in the “CustomerCentric Selling[®] for Cisco Sales Professionals” workshop. Utilizing a highly interactive format, sales management personnel will gain the knowledge and skills needed in order to ensure that the company realizes the full benefit of the investment that it is making in driving new behaviors within their sales teams.

During the workshop, managers will engage in practical discussion and role playing of the sales leadership skills that they need to successfully execute in the field. Time will be allocated for discussing and addressing any difficulties managers may be experiencing in their actual implementation of the CustomerCentric Selling[®] methodology within their teams. Sales managers will also be exposed to change management concepts and activities that will empower them to proactively address the people and process-oriented issues that might otherwise become roadblocks to their team’s success.



Main Learning Objectives

- Learn how to establish the management systems, activities, and expectations necessary to support the CustomerCentric Selling[®] process within their teams.
- Identify the differences in managing transactional sales versus transformational sales (i.e. complex, consultative, systems and solutions sales that involve business process change and have much longer sales cycles).
- Understand how to effectively manage the disparity between transactional and transformational sales and deliver expected results for both types of sales.
- Develop pipeline management strategies that enable quick and effective determination of the true status and quality of any complex sales opportunity in the pipeline.
- Apply effective coaching techniques to eliminate complex sales opportunities out of the pipeline and reinvigorate stagnant opportunities to closure.
- Demonstrate proficiency in coaching and management skills needed to resolve salesperson shortfalls in selling skills, process adoption, account strategies, or pipeline management.



Who should Attend

Cisco or Channel Partner first-line Sales or Systems Engineering Managers. Sales management personnel, above first-line, also benefit from participation in this workshop.



Course Length

Two full days, each requiring nine hours (e.g., 8:30 AM to 5:30 PM)



Course Prerequisites

Completion of the “CustomerCentric Selling[®] for Cisco Sales Professionals” workshop