



Program

Samurai Wisdom: This training isn't for every sales manager, only those serious about achieving competitive advantage and having a high performing sales team.

Introduction:

Samurai Sales Management Mastery™ is for sales managers in the business-to-business environment who are serious about achieving a competitive advantage and having a high performing sales team. The skills that made you successful in sales and be a successful sales manager are quite different. Managing a sales team is one of the more challenging jobs in any company.

Samurai Sales Management Mastery™

The Samurai Sales Management Mastery™ enables you to develop the competencies and skills, knowledge, and experiences you need to raise your team to deliver business results and a level of distinction among your competitors. The training is deeply rooted in human behavioral science and experience that applies to the sales and marketing environment. It is a combination of scientific research, real-life experiences, and common sense.

Each session has a Participant Guide that you should complete before you participate in the session. Individual coaching is available.

The three in-person monthly sessions are:



Recruit, Onboard & Retain for Competitive Advantage

- Best-In-Class Competencies
- Job Descriptions
- Targeted Behavioral Interview Criteria
- Targeted Behavioral Interviewing
- Practice Interviewing with Candidates
- Onboarding



Measure & Monitor Performance to Deliver Results

- Establish Performance Accountability
- Setting Clear Performance Expectations
- Establish Priorities
- Delegation Keys
- Measuring Performance
- Succession Planning
- Attributes of Effective Sales Leadership
- Managing Conflict



Coach Your Team to Excel

- Coaching Performance
- ABC's of Management
- Safe Zone of Performance
- Motivating Your Employees
- Coaching to Recognize Good Performance
- Coaching to Correct Performance
- Developing Your Team
- Creating a Development Plan

Program Objectives

The sessions in Samurai Sales Management Mastery™ focus on developing the skills and competencies you need to create a high performing sales team.

You will be able to:

- Build a high performing sales team of great sales professionals
- Implement a behavior-based recruitment process
- Develop an onboarding process that allows a new employee to contribute the first day
- Lead and motivate your team
- Follow a proven coaching process
- Monitor and measure performance
- Develop and hone your leadership skills
- Learn from your peers and gain experience with issues not yet encountered in your own business

Training Methodology

Our methodology is a natural approach that allows you to blend new knowledge and competencies, and skills with your personality to form a personalized and seamless management methodology that will enhance your long-term performance.

Our blended-learning training techniques follow Action Learning, which utilizes an adult's life experiences and critical thinking skills to expedite the learning process, thereby ensuring that the executives and professionals involved in the program will be challenged and stimulated. The training sessions draw from the participant's real-life experiences and help them apply the concepts to actual sales situations.

What Clients Say:

"We're Doubling and Tripling Our Growth Over the Market... Since engaging Samurai, we're averaging 25% year-over-year sales growth (2013-2019) when the Midwest market is averaging 8-11% year-over-year growth because of this training." - Len Kats, Director, Wausau Homes

"What Samurai Management Mastery™ is doing is making an immediate impact after each class. It's extremely cool and unique." - Kerry Cunnion, President, Cornerstone Consulting

Coaching and better communicating and motivating my team is my #1 takeaway from Samurai Management Mastery™. I believe in continuous education and think classes like this reinforce how powerful continuing education is. - Joe Leucht, Sales Manager, Heartland USA

"Being a new sales manager, the Sales Management Mastery™ program gave me excellent practical hands-on skill and competency training that I've taken back into my company after each session. The results were immediate and gave the confidence to implement additional skills." - Eric Lucas, Sales Manager, Fortress

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