

## MAXIMUM MANAGEMENT & LEADERSHIP

- ★ **The New Roles & Goals of Leadership**
  - ★ The four key prongs of effective leadership.
  - ★ Successful practices in today's changing environment.
  - ★ Managing tips for new leaders.
  - ★ Establishing rapport and respect among team members.
  - ★ Developing a "CPO" Strategy to focus on results.
- ★ **Effective Hiring & Recruiting Practices**
  - ★ Reducing employee turnover costs and hassles by employing powerful hiring and interviewing techniques.
  - ★ Securing top talent by incorporating the "Rule of Three."
  - ★ Including ongoing recruiting to secure a solid team.
- ★ **Establishing Expectations & Ensuring Implementation**
  - ★ Becoming a strategic partner so team members embrace the goals and direction of the company.
  - ★ Managing based on a performance strategies.
  - ★ Implementing sales strategy tools that guide results.
- ★ **Training & Tracking**
  - ★ Establishing Standards of Learning to ensure internalization.
  - ★ Implementing new business contests that produces results.
  - ★ Determining, reporting and measuring success.
  - ★ Incorporating numbers in strategic coaching meetings.
- ★ **Coaching for Success / Effective Feedback**
  - ★ Effective one-on-one and infield coaching.
  - ★ Implementing effective group meetings.
  - ★ "CPR" for challenging discussions and improving performance.
- ★ **Rewards & Recognition / Motivating Teams**
  - ★ Praising to ensure continued performance.
  - ★ Developing a recognition and "fun" strategy.
  - ★ Developing a sense of urgency.
- ★ **Optional Topic: Coaching Behavioral Styles (DISC)**

### ProMax Definition of Sales Management:

Sales Management is assuring businesses receive expert consultation, superior service and advertising results by creating and maintaining a well defined, disciplined and motivated sales culture designed to maximize the potential of salespeople and market opportunities.

### This program will benefit:

- ★ Newly appointed managers.
- ★ Current managers who want to enhance their skills.
- ★ Mid-level and senior managers who need a resource guide to coach other new managers as they assume further responsibilities.
- ★ Experienced managers who want a "refresher" as they change management assignments.



### Materials Provided:

- ★ 90-Page Customized Training Program
- ★ Numerous Handouts
- ★ Comprehensive Interviewing Kit with 30 key questions designed to ensure qualified and successful hires, case studies, as well as a candidate evaluation forms.
- ★ In-field Coaching Forms
- ★ Monthly Action Plan (MAP) Report / Prospect Tracking Forms
- ★ Recommended New Business Development Contest