



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

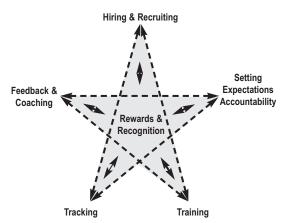
- * Praising to ensure continued performance.
- ★ Developing a recognition and "fun" strategy.
- ★ Developing a sense of urgency.
- ★ Optional Topic: Coaching Behavioral Styles (DISC)

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