

SALES FUNDAMENTALS: SALES MANAGEMENT AND ACCOUNTABILITY

Whether you are a first time manager looking to gain confidence in your skills or an advanced manager expanding on their current skillset, this course will offer fresh insight into the

best practices of management and enable you to boost performance through better support to your team.

WHO SHOULD ATTEND

- ▶ New managers who are looking to build and develop their management toolbox with the knowledge and skills to effectively manage their team.
- ▶ Seasoned executives and leaders with a keen interest in improving operational efficiencies through proper use of resources and workforce employment.

LEARNING OUTCOMES

- ▶ Interpret your leadership style and the practices that can complement it.
- ▶ Learn how to record, track and utilize performance data to set a concrete roadmap for accountability.
- ▶ Appreciate diversity in the organization and understand the benefits it brings to the organization.
- ▶ Gain an awareness of digital tools that can support management initiatives

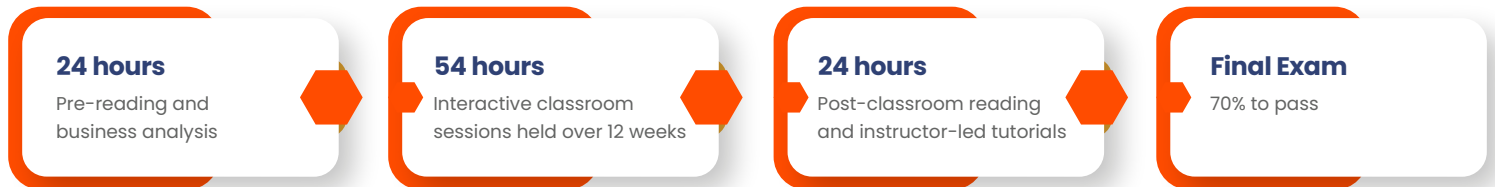
WHY YOU SHOULD ATTEND

- ▶ Obtain feedback on management style and that can be turned into immediate actions.
- ▶ Get the best performance from your team by employing the best strategies and practices to support their development.
- ▶ Strengthen your existing relationships with key stakeholders and have the right mindset for creating new ones.

COST

- ▶ \$8,900 + HST per trainee

COURSE COMPLETION SCHEDULE



COMPLETION OF PROGRAM

Upon completion of this program, learners will receive a certificate of completion from Change Connect. The program is aligned to meet partial educational requirements for industry experience hours.

Is financial assistance possible?

Yes! Many businesses are eligible for financial assistance via the Canada Job Grant Program. Eligible employers may receive up to 83% of eligible training costs, up to a maximum of \$10,000 per participant. Please contact us for more details.

» **MODULE 1****Management and organizational behaviour fundamentals**

Every manager starts out wanting to be a great leader, but oftentimes, they lack the In this module, we cover the nature of management as well as organizational behaviour and management theory. With the knowledge of leadership styles as well as the one(s) you employ on a daily basis, you can better comprehend your management effectiveness and develop a plan for making meaningful developments.

Learning Outcomes:

- ▶ Gain a deeper understanding of management theory
- ▶ Know the different leadership styles, locus of control and how it influences behaviour at the workplace

» **MODULE 2****Diversity in the organization**

The greatest strength of EDI as a leader is leveraging diversity in ways of thinking and executing to achieve goals. Taking the initiative to create an environment where employees prosper in different areas creates a large pool of talent that can be supported In this module, we will establish the relevance of diversity in the workplace and follow through with an application exercise to begin to engage in positive and respectful interactions at the workplace

Learning Outcomes:

- ▶ Appreciate diversity in the organization and its effect on employee productivity and morale
- ▶ Learn how to apply principles of EDI in the workplace and facilitate training for employees

» **MODULE 3****Continuous process improvement**

Continuous process improvement is a work style where results are continuously reviewed and new measures are rapidly adopted where deemed necessary. In order to flourish in a dynamic market and ensure long-term business success and growth, businesses need to continuously evaluate and improve their processes. Continuous process improvement ensures that what your business does remains accurate, effective, and efficient. The most important thing to remember is that this is an ongoing process that allows you to keep your goals in alignment with your actions and help you get an edge on your competitors.

Learning Outcomes:

- ▶ Learn how to identify, plan, execute and review in the Continuous Process Improvement cycle. You will gain understanding in identifying opportunities for improvement, developing an agenda for optimization, activating your employees, and establishing structures for implementation.

» **MODULE 4****Communication, group and intergroup relations**

Quality of communication can make or break the outcome of a project, yet many skip the opportunity to develop their communication skills. The true challenge for the leader is to facilitate the conversations in such a way that everyone's interests are heard and considered. In addition, being able to understand the progression of a group's process from its establishment to the project's completion will contribute to the group's ability to complete their tasks and enjoy the process.

During this stage of the course, we will explore the various modes of communication. Through application of frameworks, you will be well-equipped to manage conflicts and have difficult conversations with others. You will also get an overview of group dynamics to begin building a toolbox of resources for supporting the teams you lead during any stage of group maturity.

Learning Outcomes:

- ▶ Understand different communication styles and how they influence interactions between individuals
- ▶ Learn a framework for having difficult conversations, active constructive responding
- ▶ Understand the stages of group interactions and how to best support them at each stage
- ▶ Learn techniques for managing intergroup relations

» **MODULE 5****Recruitment**

There is no precise recipe for a perfect employee, but hiring the employees that are a right fit to both the company goals and their personal career goals will ensure their success in the work environment and contribute to the success of the company as a whole. But it doesn't end after your new hire signs the contract. The onboarding trajectory they take from that point on will influence the degree of growth experienced, making it a crucial element of the employee experience.

In this module, we will gain an end-to-end understanding of what it means to recruit someone to your team. From the initial decision to hire all the way to the completion of onboarding.

Learning Outcomes:

- ▶ Finding a strategic fit between company objectives and your workforce
- ▶ Understand how to structure the sales organization and identifying gaps
- ▶ Understand how to create a repeatable recruiting process
- ▶ Structuring a successful onboarding program

» **MODULE 6****Workforce Resource Planning**

Having a clear and concise strategic workforce direction for your company results in being better equipped to maintain and target the right talent. By having a strong workforce direction, you can address the gap's between your workforce today, and the workforce needs of tomorrow. This module provides workforce resource planning by helping you with strategic human capital direction, and recruitment strategies that help you find the right people once the right kind of people that suit your needs are determined.

Learning Outcomes:

- ▶ Identify the direction that your workforce needs to go, the gaps that exist and how a workforce direction can help fill those gaps and work towards the growth that you want to achieve

» **MODULE 7****Developing growth plans and managing performance**

Developing growth plans can be difficult without the right communication between you, your employees, and the team as a unit. This module provides guidance on how to develop growth plans starting from your business goals down to your tactics. The module stresses the need for communication at every step of the way because a well communicated growth plan ensures that everyone is aligned with what is needed for each step of the plan. In order for growth plans to be effective, managing performance needs to be a key activity because strong management is integral to a successful workplace. Managers are the leaders in the workplace, and by taking this top down approach to understanding effectiveness, you are better able to exemplify behaviours and qualities that you want to see in your employees. Management effectiveness provides you with ways to improve yourself, and influence others around you. By the end of this module, you will be able build and apply a comprehensive 360 feedback program, which directly influences the desired workplace activities for your growth plans.

Learning Outcomes:

- ▶ Provide guidance on the steps needed to create a growth plan to help a business become successful through focused planning and communication
- ▶ Understand the importance of communication for every step of the plan so that the people involved are aligned with your goals
- ▶ Understand how to manage your performance, but also understand why it is important.
- ▶ Attain a deeper comprehension on what management effectiveness provides for you in terms of being able to better achieve the results that you desire, directly tying into developing your growth plans.

» **MODULE 8****Technology Resource Planning**

Seeking out ways to employ technology to optimize organizational and individual performance are crucial in today's digital world. In such a competitive market, you need all the help you can get to get ahead of your competition, and leveraging technology for performance provides that assistance. Implementation of the technology alone is insufficient; a considerate effort in promoting a culture of adoption is key to delivering positive business results. In this module, you will discover the potential of technologies and how to put together a digital strategy that will improve your competitive advantage

Learning Outcomes:

- ▶ Identify gaps in your company that could benefit from the employment of technology to streamline processes in your organization and help you get ahead.
- ▶ Understand the benefits of technology and what can be done to improve efficiency and better equip your company for growth and success.
- ▶ Apply your learnings to construct a digital strategy that addresses your goals