

## ***How do we help our Sales Managers to develop professional Relationship Management and Sales Management Skills***

**The Client** – A prominent NBFC in the area of home finance

**Target Audience** – All India Sales Managers

### ***The Need***

A team of experienced Home Finance Sales Managers had been formed to lead the organization's foray into the already crowded market.

- How do we get them to understand their roles
- How can they manage their time effectively
- How can they manage dealer and developer relationships well
- How can they coach and manage their young teams to reduce turnover

**The Measure** – Reduced employee turnover, improved sales performance

### ***What We Did:***

#### ***Always – Client First***

- Engaged deeply with the Business Head to understand his vision
- Consulted very senior business experts from our network to understand behaviors that lead to relationship building and sales success in this particular business
- Developed an exclusive Sales Manager Skills Assessment for the organization
- Collaborated with the business team to develop the ideal schedule for the participants to manage their time well
- Created exclusive case studies for them based on success factors for this particular company's Market presence and stage of business

#### ***The Intervention***

- 2 day program
- Realistic case studies drawn from discussions with the business team
- Custom designed Self Assessments with
- Custom designed Day, Week, Month, Quarter Time Planning schedules
- Team management principles and best practices
- Custom designed Role plays and practice sessions
- Individual level action planning

#### ***The Game Changers***

- Realistic assessments, examples, situations, cases, practice sessions
- Time Planning tools that could be used not just in the program but in the future as well to guide the participants

### ***Results***

- Business Head was satisfied that team has understood the concept of managing their time & day
- New team was aligned to rules & responsibilities that they need to follow.
- Sales Managers left with a special planner created for them which looked at planning & prioritizing for a day, week and month.