

cto

corporate training options

About Us

Our mission at CTO is empowering people through learning that drives lasting growth and organisational success.

With that focus, we provide high-quality, practical training designed to help individuals and organisations build skills, improve performance and adapt to an ever changing business environment.

With experienced trainers and flexible delivery options, CTO provides engaging, results-focused learning designed to strengthen capability and support long-term business success.

*“Hope is NOT a
Development Plan.”*

Sales Management - Build a Winning Sales Team

Other Sales Courses

- Sales Training - Prospecting to Closing
- Professional Selling over the Phone

Skills that Build Teams that Win

Contact Us

We would love to collaborate with you



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*Our trainers are located all across
Australia.*

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Sales: Sales

Management - Build a Winning Sales Team

The Challenge

Managing salespeople is different from managing other employees—sales teams require a unique blend of accountability, coaching and motivation. Many sales managers are former top performers who struggle to transition from selling themselves to developing others who sell. Without effective sales management, even talented salespeople underperform, turnover increases and revenue targets are missed.

Educate, Elevate and Empower -

What you will Learn

- ✓ Recruit and select salespeople who will actually succeed
- ✓ Set clear expectations and performance metrics
- ✓ Coach salespeople to improve their skills and results
- ✓ Conduct effective sales meetings that drive performance
- ✓ Manage sales pipelines and forecast accurately
- ✓ Motivate diverse sales personalities and maintain momentum
- ✓ Address performance issues and hold salespeople accountable

Who should Attend

This program is designed for sales leaders responsible for building, managing and developing high-performing sales teams. Ideal participants include:

- Sales managers and team leaders
- Directors of sales and business development
- Sales executives building sales organizations
- High-performing salespeople transitioning to management

Course Delivery

- Online via Microsoft Teams
- Onsite at your Workplace
- Hybrid (combination of both)

Duration

- Full Day Course

Group Sizes

Our prices are based on group sizes and not per person (the more the merrier)

- 1 - 3 trainees
- 4 - 15 trainees
- 16 - 20 trainees

Pre Requisites

None - Open to all

Course Modules

Module 1. The Sales Management Mindset shift

- Why managing salespeople differs from managing other employees
- The transition trap moving from top performer to people developer
- Letting go of "I could just do it myself" thinking
- Defining the modern sales manager's real job description

Module 2. Recruiting and Selecting salespeople who Succeed

- Building a profile of success before you start hiring
- Beyond charisma - the traits that actually predict sales performance
- Structured interviewing and practical selling assessments
- Avoiding common hiring mistakes that lead to costly turnover

Module 3. Setting Clear expectations and Performance Metrics

- Translating revenue targets into individual, achievable goals
- Activity metrics vs. outcome metrics - finding the right balance
- Communicating expectations so they're understood, not just issued
- Creating accountability without micromanagement

Module 4. Coaching for Skill and Results

- The difference between managing, training and coaching
- A practical framework for one-on-one coaching conversations
- Diagnosing skill gaps vs. effort or mindset gaps
- Coaching in the moment using live deals as teaching opportunities

Module 5. Running Sales meetings that drive Performance

- Why most sales meetings waste time and how to fix that
- Structuring meetings around pipeline, problems and progress
- Balancing recognition, accountability and skill-building
- Keeping meetings focused without killing energy or input

Module 6. Managing Pipelines and Forecasting accurately

- Building a pipeline review process that uncovers real risk
- Spotting "happy ears" and inflated forecasts before they hurt you
- Using pipeline data to coach, not just to report upward
- Forecasting methods that balance optimism with accuracy

Module 7. Motivating a Diverse sales team

- Understanding what drives different sales personalities
- Money isn't everything - non financial levers of motivation
- Sustaining momentum through slumps and slow periods
- Recognition strategies that reinforce the right behaviours

Module 8. Leading Strategic Conversations

- Moving conversations beyond tactical firefighting to strategic thinking
- Facilitating discussions that surface real strategic options
- Asking the questions that shift a room from reactive to deliberate
- Building a strategic mindset across your team or organisation

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