

The Dream Team: How to Create and Manage a Successful Sales Staff



Wednesday, November 11, 2009 8:00–10:30 AM Pittsburgh Athletic Association

Build a powerful team whose cooperative effort will be greater than the sum of its parts. Motivate your sales staff to represent your product and your vision.

Your sales team facilitates direct contact between your product and potential customers. As a business owner, manager or sales director, you don't have time to manage individual sales. With effective recruiting, proper coaching and active management, your sales office will create powerful results, leaving you time to focus on building relationships and improving your team.

This interactive session will help you:

- Define the major roles of the sales manager as supervisor, mentor, recruiter, trainer and coach.
- Learn effective management methods including pre-call strategies, post-call debriefing, and tactical vs. strategic coaching.
- Develop your coaching plan, identifying your strengths and weaknesses.
- Practice conducting a competency inventory.
- Build upon effective recruiting strategies such as structuring the recruitment process, creating interview questions that make a difference, developing a pre-qualification phone screen, and making the job offer.

Program leader John Rosso, founder and CEO of **Peak Performance Management**, is a nationally recognized business development expert specializing in executive sales consulting. With programs that inform, entertain and motivate presidents, CEOs and other senior managers and sales professionals, John looks beyond technique to focus on buyers' and sellers' attitudes as they relate to challenges and success. Previously one of IBM's most elite sales executives, John founded Peak Performance Management in 1994 and has since received No. 1 rankings from *Entrepreneur Magazine* and *Inc. Magazine* for his seminars and curriculum.

EVENT AGENDA

8:00 AM Breakfast & Networking

8:30 AM Program

Location: Pittsburgh Athletic Association

Parking is provided at the Pittsburgh Athletic Association and Soldiers and Sailors Garage.

Registration is required and space is limited.

Register today at 412.648.1542 or e-mail ieeregistration@katz.pitt.edu.

Program fee of \$35 includes parking and breakfast.

www.pittentrepreneur.com

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