

Account Management (ENG)

Optimising sales performance

Short-term profitability, attaining ambitious objectives, developing sales force loyalty, promoting a performance-based culture...

A Sales Manager's mission is particularly complex. It requires the manager to adopt behavior that is at times atypical and to reconcile paradoxical qualities.



Benefits

- Mobilizing, motivating and guiding your sales force to reach its objectives
- Bringing about essential changes when confronted with new demands of the sales environment
- Knowing how to analyze and improve the sales process
- Making every sales meeting a motivating and rewarding event
- Contributing to the development of your team's talents through appropriate coaching
- Dealing with delicate situations effectively
- Better associating internal players with sales force efforts

Audience
<ul style="list-style-type: none"> • Commercial Directors • Sales Managers • Business Unit managers responsible for sales performance • Account managers <p>• Language: English</p>

Methodology
<ul style="list-style-type: none"> • 3-4 weeks between the training days • 8-12 people/group • interactive exchange of good and best practice, role plays, feedbacks • personal action plans and evaluation of the results • Group coaching approach • Application of Memory cards and using KOACH and Klaxoon systems

Date and location
<ul style="list-style-type: none"> • Training dates: 5x1 day The program has no set date at the moment. In case of inquiry, please contact our office. • Venue: Human Digital Group office 1007 Budapest Danubius Grand Hotel Margitsziget • Training fee: 450.000 HUF + VAT / participant 430.000 HUF + VAT / participant / company

Content

Day 1: Being an example – the key to success

- 🕒 Responsibilities of the Sales Manager
- 🕒 Challenges: conditions for exemplarity
- 🕒 The fundamental concepts of individual and team motivation
- 🕒 Balancing between a directive and participatory management style

Personalized Action Plan

Day 4: Getting and keeping your team 'aligned'

Learning from experience– results of the previous day's training

- 🕒 Organizing and leading effective, attractive and productive sales meetings
- 🕒 Using these occasions to locate and develop each individual's skills
- 🕒 Announcing changes effectively
- 🕒 Knowing how to say 'No' without harming collaboration

Personalized Action Plan

Day 2: Nurturing and developing your colleagues' talents

Learning from experience– results of the previous day's training

- 🕒 Praising, evaluating and motivating
- 🕒 Emotional reactions to change
- 🕒 Conducting motivational progress meetings
- 🕒 Managing criticism and contradiction
- 🕒 Giving and receiving constructive feedback

Personalized Action Plan

Day 5: Dealing with turbulence

Learning from experience– results of the previous day's training

- 🕒 The realignment meeting
- 🕒 Managing and arbitrating conflicts
- 🕒 10 key questions to determine the future

Personalized Action Plan
Closing

Day 3: Day-to-day sales performance management

Learning from experience– results of the previous day's training

- 🕒 Analyzing and optimizing the sales process
- 🕒 Sales field coaching: progressing development and results through joint preparation, dual visits and debrief.
- 🕒 Developing better observing skills to give more effective feedback

Personalized Action Plan

Consultant



Ágnes Galambos

Profile

- 🕒 Sales management development, leadership development, development of virtual teams
- 🕒 Management programs in international companies, shared service centers (SSC) and matrix organisations
- 🕒 Change management
- 🕒 Coaching based leadership

Previous experience

- 🕒 Managing director, senior trainer, coach, KAM- Krauthammer Hungary
- 🕒 HR head – ING Insurance, Schiller Group
- 🕒 KAM Corporate banker – ING Bank, BNP-Dresdner Bank, Postabank

Education and qualification

- 🕒 MBA –Case Western Reserve University Weatherhead School of Management (Cleveland) and CEU (Budapest)
- 🕒 BA – College of Finance and Accounting – Budapest
- 🕒 DISC Certified Personality type consultant
- 🕒 Krauthammer University