

HIGH PERFORMANCE SALES TEAMS

Leading your team to excel in sales performance



Monday - Tuesday

13th-14th March 2017



Key topics covered

- The strategic role of the sales management function in our organisation today
- How successful implementation of sales plans distinguishes winners from losers
- How sales management practices impact on the behaviour of sales people
- Aligning the role and behaviour of the sales team with current strategic needs of the organisation
- Designing a comprehensive sales management strategy: structure, skills and compensation
- Essential management levers: motivation, evaluation and monitoring

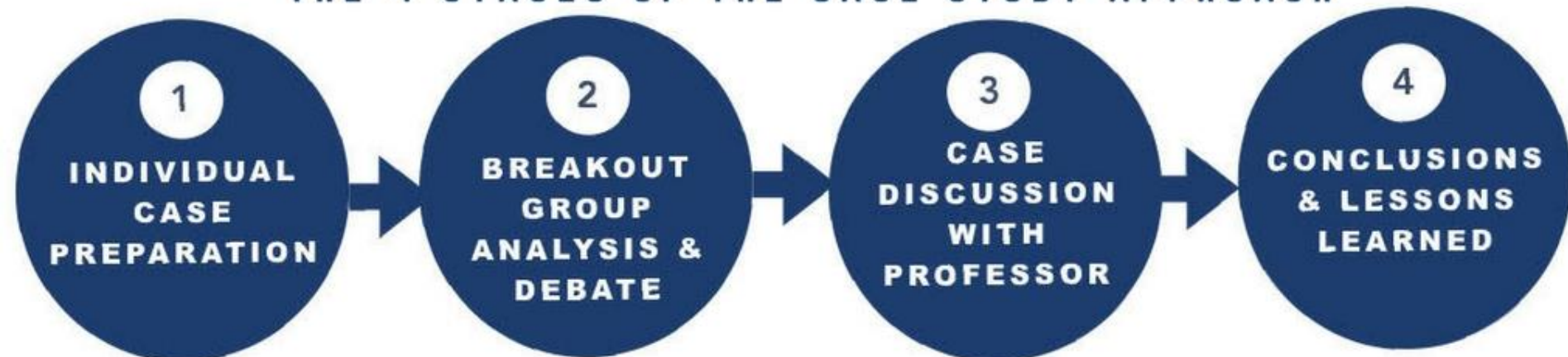
EXPERIENCE THE HARVARD CASE STUDY APPROACH TO LEARNING

Timoney Leadership Institute uses the Harvard Business School case study approach which involves interactive discussions between participants on real business issues and facilitated by a world-class professor.

This two-day workshop on managing high-performance sales teams has been specially designed for business owners, directors and general managers, commercial directors & sales directors who are keen to excel in sales performance.

Places limited to allow for greater interaction. This workshop is ideal for several leaders from the same organisation who can avail of a group rate.

THE 4 STAGES OF THE CASE STUDY APPROACH



The Art of Managing Uncertainty
Chris Christensen, Harvard Business School

A photograph of Dr. Joe Pons, a middle-aged man with grey hair, wearing a light blue and white plaid shirt and teal trousers. He is standing in a classroom or lecture hall, gesturing with his hands while holding a small black object, possibly a remote or a pen. In the background, there are blurred figures of students and a white table with a coffee cup and papers.

Dr. Joe Pons

Dr. Joe M. Pons is President of AXIOMA Marketing Consultants, a firm specialising in strategic marketing projects as well as in the training and executive development aspects that usually go hand in hand with customer orientation activities.

A visiting professor at Babson College in Boston, San Telmo International Institute in Seville and IEDC-Bled School of Management in Slovenia, he has taught in more than 50 countries in institutions such as the Darden School at the University of Virginia, INSEAD outside Paris, ESMT in Berlin and Munich, ESADE in Barcelona and IAE in Buenos Aires.

He was a marketing professor at IESE Business School in Barcelona for 14 years and is the author of a number of well-known business cases, as well as articles on management education. He has worked as a consultant for Henkel, Electrolux, Deutsche Bank, Telefonica, Omnicon, ABN Amro Bank, BBVA and Bertelsmann.

At IEDC-Bled School of Management, he has received Professor of the Year Awards on several occasions for outstanding teaching on the Executive MBA Programme.

HARVARD BUSINESS SCHOOL CASE STUDIES TO BE USED:



Cabot Pharmaceuticals

This case traces the 12-year career of a talented pharmaceutical salesperson, Bob Marsh, from recruitment to termination. He has had an uneven career with Cabot Pharmaceuticals and is eventually asked to resign. However, a number of Marsh's former customers complain vigorously, and Cabot's vice president of sales is asked to investigate the matter and to decide what, if anything, to do about it. The case raises issues in aligning strategy and sales systems, performance evaluation criteria, and on-going performance management processes in field-selling situations.

Olympia Machine Company

The management team of an industrial equipment supplier is reviewing the company's method of compensating salespeople. Alternatives to the current method of straight salary plus expenses have been proposed: a point system; salary and commission; a bonus scheme. Each option has implications for business strategy, organisation, control systems and sales management requirements. As a result, the case raises issues and analytics relevant to topics such as aligning strategy and organisation, strategy implementation and cross-functional incentive systems as well as sales management.



When & Where

The programme
will take place
from 10 am Monday
to 4 pm Tuesday
on 13th and 14th
March 2017
at the K Club
in County Kildare.

Fee

All in fee for this event:
Non-Alumni €950
Alumni fee €750

Additional attendees
from same company:
15% reduction per person
up to 5 people.





This two-day event includes lunches on two days, evening dinner and an overnight stay on Monday night with breakfast in the K Club, Co Kildare.

If you prefer not to stay in the K Club, please let us know by 1st March so that we do not reserve a room for you.

 **Timoney** LEADERSHIP INSTITUTE

BOOK YOUR PLACE NOW

I'd like to
ATTEND

Not on this
occasion

or let us know at:
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