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hda

SALES CENTRE EXCELLENCE

8 GREAT THINGS ALL SALES MANAGERS DO

Uncover The Proven Methods of The World's Top Performing Sales Managers Use To Achieve Superior Commercial Results

In-house Development Programme For Sales Managers, Team Leaders & Sales Teams

Partnering to deliver: Sales Improvement, Development Centres, Leadership & Management Development, Exec Coaching, ILM Accredited Coaching, Change, Assessment, Psychometrics, Career Review, Outplacement & Career Transition, 360 Feedback, Engagement – Wellness – Resilience Facilitation.

hda is a shareholder in and founder member of CareerNet International (CNI), a network of career transition management and outplacement firms across Europe, North America, South America, Asia and Australasia.

Detailed observation and analysis identified what the top performing Sales Managers/Team Leaders actually do to outperform others and deliver superior commercial results for their organisations. We class these differences as the 8 Critical Success Factors which form the core approach to what all great Sales Managers do.

WHAT IS THE SALES CENTRE EXCELLENCE PROGRAMME?

It's a bespoke programme to develop the capability of Sales Managers & Team Leaders in the proven methods of the 'Best of the Best' Sales Managers. A commercially focused programme, it focuses on managing the delivery of sales and KPIs within a sales centre or call centre environment. The 8 Critical Success Factors (CSFs), demonstrated consistently by top performers, will drive sales and service results in your departments and organisation overall.

In summary, 8 things all great Sales Managers & Team Leaders do are:

- 1 They understand their role, job responsibilities, and key deliverables
- 2 They communicate clear, specific and achievable targets
- 3 They have access to relevant management reports
- 4 They manage the delivery of KPIs
- 5 They gain compliance to sales & service standards
- 6 They coach sales behaviours to achieve performance
- 7 They have a live Game Plan
- 8 They implement Critical Care when required

HOW DOES IT WORK?

Great performance as a Sales Manager is all about doing the right thing at the appropriate time. The big questions are 'What's the right thing to do?' and 'When's the right time to do it?' The answers are very specific for the a Sales Manager role and so there are processes that, if followed, increase the likelihood of you being a successful Sales Manager.

The programme thoroughly trains, develops and facilitates the implementation of the 'Best of the Best' performance process – the 8 CSFs - into each Manager's area of responsibility.

'Best of the Best' Process



HOW IS IT APPLIED IN WORK?

We work with you and your teams to dovetail the 'Best of the Best' process with your current methods, systems and approaches. Your people know where they have to focus, what they have to do daily, weekly, monthly to increase sales in their area of responsibility.

Your people become highly skilled in the 'Best of the Best' process, the methods become the 'way we do things' and of course these are proven practices adopted by top producers the world over – the methods simply work.

Sustainable sales increases is the goal, to make the key sales numbers and KPIs move, consistently across the company. This focus on proven methods and support tools means it soon becomes easier for your people to manage the delivery of results the right way, rather than the wrong way.

WHAT PEOPLE BENEFITS ARE SEEN?

- Your people will be focused on the right areas /behaviours that drive sales but maintain operational standards
- Your people are guided by a system that encourages better execution of sales & service standards
- Your people become highly skilled in working with a system that ensures visibility of sales progress, Key Performance Indicators (KPIs) – added accountability on what it's all about...sales numbers
- Your people are able to create, manage and maintain a high performing environment – they know what levers to pull to improve sales numbers and KPIs
- Your people become great at managing, motivating and developing their teams to achieve improved commercial results

WHAT COMPANY BENEFITS ARE SEEN?

- Typically our clients realise a 10% minimum uplift in sales without compromising margin – average is circa 20%
- Sales and operational standards are improved
- A 'real life' game of improving commercial results engages the organisation – underperformers improve as do your top performers – it's the challenge they relish
- A system, a model of performance is created which can be rolled out company wide and used to inform/guide other people interventions



OUR PROGRAMME REDUCES THE SALES PERFORMANCE GAP BETWEEN YOUR BOTTOM AND TOP PERFORMING SALES AGENTS. YOU'LL LEAVE FEWER SALES ON THE TABLE – YOU WIN COMMERCIALLY

If Implemented And Demonstrated Consistently, The Performance Process Will Drive Sales & Service Standards In Your Sales Centre/Call Centre.

Stage 1 – Clarity on Role & Targets

The Role of the Professional Sales Manager

Communicating Targets



Stage 2 – Delivery of KPIs

Analysis of Management Reports

Managing Delivery of Key Performance Indicators



Stage 3 – Create a Success Environment

Sales & Service Environment

Statistical Performance Coaching



Stage 4 – Sustain Performance

Performance Game Plan

Critical Care

Is about clearly understanding the **role requirements** of the Sales Manager/Team Leader, the job responsibilities, the key deliverables and expectations that accompany this key management position within your organisation. It is also about **communicating** clear, specific and achievable **targets** for your teams and individuals which support the delivery of business Key Performance Indicators (KPIs).

Is about having access to relevant and specific **management reports** showing performance data linked to targets and using this data effectively to make visible to the team individual success, progress and underperformance. It is also about taking corrective **management action** to ensure **KPIs are delivered** in line with Sales Centre targets.

Is about gaining team and individual compliance to **sales and service standards** which provide the benchmark and structure for all Handlers to deliver exceptional sales and customer service levels. It is also about effectively **coaching teams and individuals** to develop their sales numbers, on the job behaviours and compliance to operational standards.

Is about having in place a specifically tailored **Performance Game Plan** which keeps you and your team focused on the 'live' initiatives being implemented to build KPI performance by individual and overall team. It is also about having in place a structured and effective **Critical Care** approach to bringing underperforming Handlers up to standard in the areas of sales, service or operations.

THERE MUST BE MINIMUM STANDARDS OF SALES PERFORMANCE IN YOUR SALES CENTRE



**OUR PROGRAMMES MAKE YOUR
PEOPLE THE BEST THEY CAN BE.
WE'VE DONE IT FOR OTHERS**



**A quality accredited HR /
Learning & development
solutions provider operating
across all sectors for over 30
years**

Our mission is – helping employees:

Perform better in their current role
(principally: assessment for
development, coaching, blended
learning solutions)

Fit better within their organisation
(principally: assessment for
redeployment, staff engagement / EVP
consultancy, surveys and focus groups)

**Transition successfully into a new
role** (principally: career transition
support for onboarding, re-deployment,
outplacement and retirement)

We work across the UK and internationally. Organisations work with us because of our blended offering, our established international network, our client relationship flexibility and our uncompromising outcomes-focused approach to everything we do.

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We partner with organisations including many of the largest and most successful organisations in the world, as well as to the public sector and SMEs. We develop long-term relationships with the organisations with which we work, delivering a broad range of human capital consultancy projects and performance focused services.