

Advanced Strategic Management Course Outline

Strategic Hiring – Hiring correctly and without bias is one of the most difficult roles of the owner or manager. In this module participants will discover how to create a hiring profile to identify key performance indicators for each role or position using the trademarked SEARCH module hiring process. They will then learn how to use that SEARCH Model to interview effectively and distinguish genuine high performers from those who talk but won't deliver.

Onboarding Process – Losing great candidates and team members due to ineffective or non-existing employee onboarding is the number one reason companies lose new hires within the first 6 months of employment. In this session participants will discover how to develop a 30-60-90- and 180-day plan to on board your new hires effectively into their culture to maximize success and avoid the costly continuous hiring expense. Learn key knowledge and skills, to assist your new hires in quickly meeting sales or performance expectations.

Sales Compensation Model – What motivates your team members? In this module participants will discover how they should structure your commission and compensation programs. Participants will review their current sales compensation to improve ease of execution and effectiveness for motivating sales performance. Learn what motivates and how to motivate each of your teammembers.

Pipeline Management Process – Are your sales team's pipelines full? How are you tracking your sales team's daily, monthly and quarterly sales opportunities? In this module participants will learn how to establish a simple and straightforward method for themselves or sales managers to track and coach salespeople on current sales opportunities.

Product Portfolio/Sales Support Plan – Does your marketing plan match your sales efforts? In this module participants will discover how to work with their team to develop action plans to standardize the marketing, sales, and delivery of key products and services to improve sales performance, like using LinkedIn to generate referrals.

Prospecting Behavior Cookbook – To achieve sales goals each team member requires a "Cookbook" or plan of action to realize success. In this session owners and managers will discover that a plan of action is key in tracking your team's success and sales goals. They will learn how to facilitate the sales team in establishing individual activity plans aligned with their personal goals to ensure attitude-based motivation.

Sales Meeting Plan – Do your sales meeting go off track? In this module participants will learn how to develop a plan to execute effective meetings. How to keep them on track and ensure that goals and metrics are being achieved. Assist in planning routine (weekly to monthly) and event (quarterly to annual) meetings to ensure productive outcomes including sales team motivation.

Strategic Planning Sales Plan – Where are you going and how are you getting there? In this module participants will learn how to develop a business plan for the sales team, with specific targets for products and services, market segments, and client types. Learn how to define your ideal client to help your team to stop wasting valuable prospecting time on clients that don't meet your business profile.

Habits of Successful People – What makes some people more effective than others? Learn what 15 surprising things that ultra-productive people do differently. What habits are key to running a successful and growth driven organization.

Sales Template – What are the steps in the Sales Process? In this module participants will learn how to facilitate the sales team in mapping the ideal steps from the start to the end of the sales process including qualifying and closing sales. Participants will learn the methodology to extend best practices throughout the sales team.

Strategic Current Account Plans – Are you getting enough out of your current accounts? In this module participants will learn how to lead an effective session for salespeople to develop attack plans to keep and grow current key accounts and ensure actions to engage strategic targets.

Call Planning and Debriefing – What's the next step? In this module participants will discover how to work with their team to create an effective pre-call and successful call debriefing plan to ensure next steps in the sales process are clearly defined. An effective plan will ensure that prospect meetings are effective, sales opportunities are not lost and that sales teams don't waste time chasing prospects that don't intend to do business with you.

Advanced Strategic Management Course Outline

Investment (per participant): \$13,990 plus GST – This training is instructional based and there are no further fees such as books, travel, or memberships associated with this cost.

Delivery Method: This course is delivered online or at our Sandler office in Sherwood Park, Alberta.

Training Length: Fifty-two (52) hours this course is instructional based only.

For more information, please contact our Administrator, Nazreen Ali-Hefford at (780) 449 – 4906