

# PROPOSED SALES UNIVERSITY CURRICULUM FOR <COMPANY>

**EXCERPTS**

# SALES MANAGER 5-DAY CURRICULUM

Module	Key Learning Objective	Major Topics	Timing
<i>The Role of a Sales Manager</i>	What the sales manager must do to support and enable a sales force	<ul style="list-style-type: none"> <li>• What salespeople expect from their manager</li> <li>• The differences between selling and managing</li> <li>• Developing a healthy managerial relationship with salespeople</li> </ul>	½ Day
<i>Best Practices in Sales Leadership</i>	What innovative sales leaders are doing to move their organizations beyond the status quo	<ul style="list-style-type: none"> <li>• The key areas of focus for world-class sales leaders</li> <li>• Specific best practices that lead to a high-performing sales effort</li> <li>• Discussion of strategies and tactics for DHL to improve its own sales organization</li> </ul>	½ Day
<i>The World-Class Salesperson</i>	Which customer-facing capabilities sales managers must develop in their people	<ul style="list-style-type: none"> <li>• The role of the new sales professional</li> <li>• The characteristics of a world-class seller</li> <li>• What today’s customers demand from a business-to-business relationship</li> <li>• How managers can create a team of world-class sellers</li> </ul>	½ Day

(Continued)

# SALES MANAGER 5-DAY CURRICULUM

Module	Key Learning Objective	Major Topics	Duration
<i>The Sales Management Process</i>	How to manage the sales force with a structured and predictable framework	<ul style="list-style-type: none"> <li>• Ensuring adequate structure for the sales manager’s role</li> <li>• Establishing one-on-one, field travel, deal coaching, and skills coaching venues</li> <li>• Best practices for conducting various elements of the sales management process</li> <li>• Avoiding a culture of dependency</li> <li>• Setting proper expectations to empower salespeople</li> </ul>	½ Day
<i>Coaching Front-Line Sellers</i>	How to effectively coach and develop customer-facing salespeople	<ul style="list-style-type: none"> <li>• Elements of effective coaching</li> <li>• Various types of coaching and proper venues to support coaching</li> <li>• Assessing sales skills and coaching to close the gap</li> <li>• Opportunity coaching</li> <li>• Skills coaching</li> <li>• Coaching best practices</li> </ul>	1 Day
<i>Recruiting and Selection</i>	How to target, interview, and select the right candidates for different selling roles	<ul style="list-style-type: none"> <li>• The different types of salespeople</li> <li>• How to identify future high-performers</li> <li>• Conducting the structured interview</li> </ul>	½ Day

(Continued)

# SALES MANAGER 5-DAY CURRICULUM

Module	Key Learning Objective	Major Topics	Duration
<i>Sales Management by the Numbers</i>	How to use sales processes and performance metrics to improve sales results	<ul style="list-style-type: none"> <li>• The types and purposes of sales processes</li> <li>• How to measure sales activities and outcomes</li> <li>• Selecting the right metrics to influence salesperson performance</li> <li>• How sales processes enable structured performance management and coaching</li> </ul>	½ Day
<i>Managing the Pipeline</i>	How to measure, manage, and coach around a sales pipeline	<ul style="list-style-type: none"> <li>• The characteristics of a sales pipeline (stages, length, size, and shape)</li> <li>• Pipeline metrics and what they mean (how to course-correct)</li> <li>• The pipeline as a management and coaching framework</li> <li>• How the pipeline enables accurate forecasts</li> </ul>	½ Day
<i>Sales Compensation</i>	How sales compensation plans affect a salesperson’s behavior	<ul style="list-style-type: none"> <li>• The basics of sales compensation structure, design, and administration</li> <li>• Selecting the right metrics for sales incentive plans</li> <li>• Using non-cash incentives to motivate salespeople</li> </ul>	½ Day