



Sales Manager Certification Program

The Sales Institute at Florida State University

What Makes the FSU Sales Manager Program Different?

Based on adult learning principles

- ✓ Delivered in bite-sizes to support absorption
- ✓ Reinforcement with online exercises
- ✓ Hands-on tools to apply learning in the real world



Grounded in the science of sales

- ✓ Research-based content and practical best practices
- ✓ Delivered by credible experts
- ✓ Focused on what works in today's complex sales environment



About The Sales Institute at Florida State University

The leading university-based sales program in America



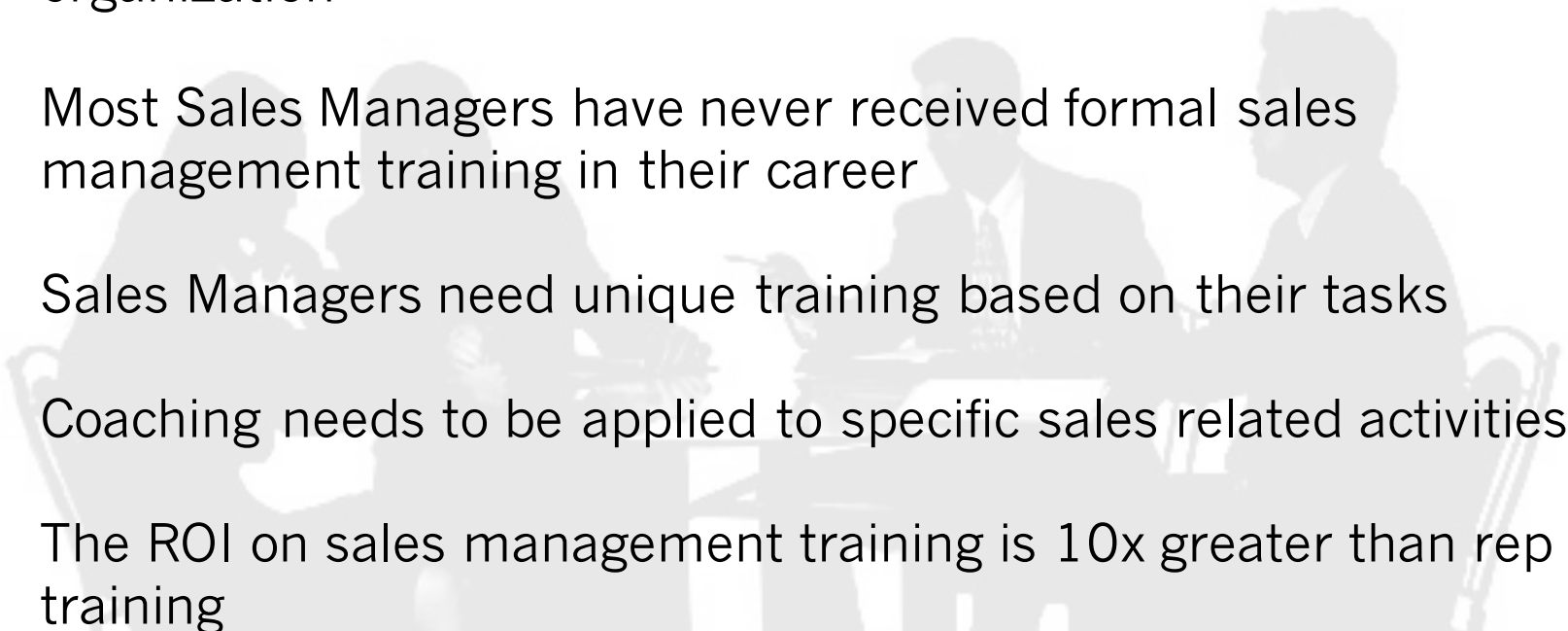
- ✓ Ranked as one of the top schools for sales education
- ✓ A leader in corporate sales training
- ✓ World-class Sales Center focused on the teaching and application of sales skills
- ✓ One of only two Tier 1 Research Universities offering an undergraduate major in sales and PhDs in marketing with a sales and sales management focus

**Bloomberg
Businessweek**

**BEST
B-SCHOOLS
2014**

#BESTBSCHOOLS

The Case For Sales Management Training

1. Sales Managers are the most critical change agents in the organization
 2. Most Sales Managers have never received formal sales management training in their career
 3. Sales Managers need unique training based on their tasks
 4. Coaching needs to be applied to specific sales related activities
 5. The ROI on sales management training is 10x greater than rep training
- 
- A faint, light-gray silhouette of four business professionals (three women and one man) sitting around a square table. They are dressed in business attire. The man is in the center, looking down at a document on the table. The women are on either side of him, also looking at the document. The fourth person is on the far right, looking towards the center. The background is plain white.

The ROI from Sales Management Training

Case Study

Fortune 500 Manufacturer



Average Performers

Annual sales of middle (70%)

\$17,500,000



High Performers

Annual sales of top (10%)

\$30,000,000

We helped close the gap by 10%, generating an additional (\$20M+) in revenue

Highly effective sales managers produce higher performing sales people, a winning culture, and stem turnover

- Sales managers are the glue that binds the salesforce together
- They ensure strategic changes ultimately translate into behavior change in the field

The Future of Sales Management Training

Intuitive interface

Track and measure progress

No “time out of the field”

Available 24/7

Interactive learning

Real world tools

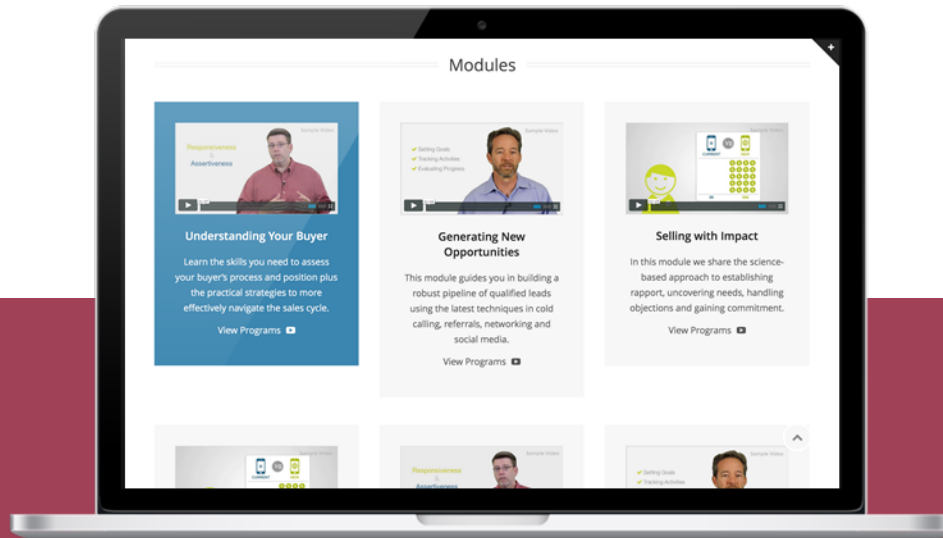
World-class certification

Rigorous education experience

Social functionalities

Mobile accessible

Built for the way adults learn



How The Program Works

Engaging experience built for lasting results



Watch & Learn

Short-form videos for long-term learning



Apply Your Knowledge

Lack of reinforcement is the #1 reason learning doesn't stick. Not anymore.



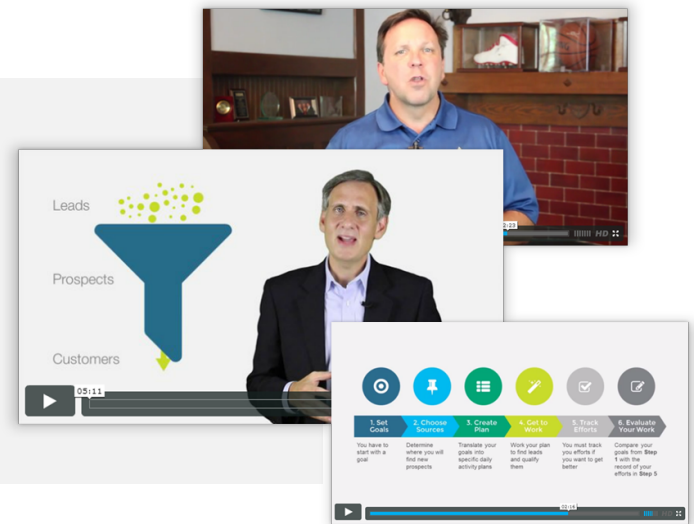
Become Certified

Set a high performance standard for your sales organization

Step 1: Watch The Videos

The program is divided into 6 modules

Each module begins with 4-5 short videos explaining key concepts



How to Size Your Salesforce

1 Breakdown Method

- ✓ Simplest
- ✓ Done quickly
- ✓ May not be the most accurate
- ✓ Estimate best and worst case scenarios

Forecasted sales volume

÷

Amount 1 salesperson can sell

=

Salesforce Size

2 Build Up Method

- ✓ Can be further enhanced by dividing up your customers into customer types

1 Overall time required to sell to all customers

÷

2 Time 1 salesperson has available to spend selling

=

3 Salesforce Size

3 Salesperson Profit Method

- ✓ Each salesperson provides profit to the company
- ✓ Adding salespeople will eventually start to diminish the amount of profit per salesperson
- ✓ Always add another salesperson as long as the profit per salesperson does not decrease

TIP SHEET

Printable tip sheets are included with most videos and can be used as reminders of the main takeaways

Step 2: Apply What You Learned

Evaluating Your Team

INTRODUCTION

Sales managers rely heavily on objective measures when evaluating sales rep performance. Objective data, like records of sales activity captured in a CRM system, is not only good for understanding performance for the purposes of rewards, but it can also help managers uncover why a rep is underperforming and how they can improve.

In this challenge, we use objective performance data to find specific areas where a sales manager can coach a rep to help them improve their sales results.

OBJECTIVE

- ☐ Analyze sales performance data
- ☐ Use multiple criteria to evaluate a rep's performance
- ☐ Coach reps to improve their results

Exercise starts on next page

Evaluating Your Team

EXERCISE

Highlight at least 3 things you would address in a performance evaluation with each of the reps below. Include positive and negative observations as well as coaching tips that can improve their performance.
**Reference the performance data provided on the next page.*

Example: Veronica Comingsstone

Positive	Negative	Tips
<ul style="list-style-type: none">Your sales per order are good (\$9,250)	<ul style="list-style-type: none">Growth is low (0.21%) compared to the rest of the teamNumber of accounts is low (110) compared to the rest of the teamYou make the least calls (1.4 per day) out of anyone on the team	<p>You have to get more accounts and the only way you will do that is by increasing your prospecting/cold-calling efforts. Make at least 2 phone calls each day and keep doing what you are doing after that and you will see an improvement in your numbers.</p>

Brian Fantana

Positive	Negative	Tips

Laura Kightlinger

Positive	Negative	Tips

Challenge

Application exercises allow the learner to use their knowledge and problem solve in a specific context

These reinforcements improve long-term learning


Step 3: Synthesize With The Real World

Each module includes downloadable guides and worksheets with which the learner can apply new skills into immediate action in the real world

Introduction Plan

Sales Rep: _____

Name	Role	Tenure (if internal contact)	What This Person Can Share (Knowledge, Information, Wisdom, Insights, Contacts, etc.)	First Meeting (if scheduled or how to best schedule)	Frequency (how often to connect in first 90 days)	Notes

 TOOL

Step 4: Test Your Knowledge

Review question 1 out of 9

Research shows that the majority of the time, reps tend to compare a potential account with past accounts they:

☐ Won

☐ Lost

SUBMIT

A score of >80% is required in order to pass a quiz

**At the end of each module,
the learner must pass a short
(5-10 question) review quiz**

Step 5: Put It All Together

A final capstone assessment evaluates overall learning

After completing all 6 modules and the final assessment, the learner will receive a formal Certification credential from FSU

