



Sales Manager Development

A learning
experience
leading the
Sales Manager
to success

*“Success is nothing more
than a few simple disciplines
practiced every day”*



Sales Management Development

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Training Modules

Planning for Desired Results

- The Chief Aim
- Your Mission Statement
- 59 Dimensions
- Professional's Planning procedure
- Management Accountability
- The Best Kept Secret
- "Main Event" Management

Recruiting Winners

- Your Number One Job
- Who Succeeds Around Here?
- Searching Sources
- Developing Interest Quickly
- Evaluation for Winners
- Six Vitals/Other Profile Factors
- Improving Judgment
- Answering Candidate's Five Key Questions
- Answering Recruiter's Six Key Questions
- Attracting the Talent
- Building Your Reservoir
- Attracting a Key Producer

Setting Agents Up for Early Success

- Develop a Commitment Interview
- Develop Your Induction Checklists
- Model Joint Work Schedule

Education and Training

- Educating Agents on Prospecting
- Build Replacement Value
- Agent Coaching Evaluation
- What I've Got / What it Takes
- 12 Activities of an Agent
- Professional Development Checklist
- The Training Goal
- Train the Planning Function
- Attitude Building
- Weekly Success Formula
- Develop Sales Process
- Plan the Field Work

Monitor and Measure What Matters

- The Production Triangle
- Growing Winners
- Four Critical Functions
- How You Measure Activity and Results
- Performance Improvement Formula
- "PEP" Sessions
- Stay Brilliant on the Basics
- Achieving Vertical Growth

Marketing

- The Most Significant Factor
- Your Competitive Edge
- Marketing Defined
- Proven Marketing Strategies
- Personal Marketing Plan of Action



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