

## Manager Training Class



There is a direct correlation between the sustainability of performance increases and the level of management involvement that generated the increases. To support that involvement, the Contact Science manager classes make sales managers competent and accountable to program implementation. The end result will be a consistent, sustainable prospecting process and the ability to create a prospecting culture in your company.

The Manager Training class provides sales management with an understanding of how the skills, tools and processes are applied towards achieving the prospecting goals. The core elements of the curriculum include:

- Monitor the prospecting process with Klpz reports,
- Accurately analyze the reports to detect areas for improvement; and then
- Confidently make decisions to take corrective actions needed to continue to improve the prospecting process.

Most sales managers have never had a specific telephone prospecting program to execute, much less precise, credible reports to analyze and take corrective action. Historically speaking, sales managers have no real telephone prospecting process to administer and have only two metrics to measure prospecting performance - total dials and total sales. With no visibility into the interim steps in the process, managers are limited to three crude courses of action when performance is poor:

1. Adopt the typical sales management mantra of 'make more dials'
2. Hire someone else to set those appointments (internal or external solutions)
3. Fire those sales professionals not on quota and hire new ones.

The Klpz reports provide insight into the three key metrics, plus attendant efficiency and effectiveness issues. The combinations of solutions the reports can suggest are more nuanced and viable – including making the determination as to whether the true issue to address is 'people or process.'

The solution set for a shortfall of appointments can be found in one, or more, of four areas:

1. Quality of List
2. Quality of Best Practice
3. Effectiveness Skills of the Caller
4. Efficiency Skills of the Caller

The Manager Training provides the tools every manager needs to analyze and to take corrective actions in order to create a consistent and sustainable telephone prospecting program. The primary value of implementing a Klpz-based solution is to immediately and quickly address the current pain of having a weak pipeline. The longer term value is to create a telephone prospecting culture that can drive the revenue streams higher – year after year.

The Manager Training class will provide front-line managers with the ability to monitor, measure and manage the entire prospecting process and will provide senior management with a business process solution that is visible and actionable.