

Sales Manager Certification Program

Chapter 1: Introduction

Day 1: Message from David

Chapter 2: Leadership

Day 2: 5 Aspects of Leadership

Day 3: Leadership is About Advancing Others

Day 4: Leadership is a Verb and not a Noun

Day 5: Leadership is about creating change and facilitating growth

Day 6: Leadership Deals with People and their Dynamics

Day 7: Three Types of Supervisors

Day 8: Characteristics of a Boss

Day 9: Characteristics of a Manager

Day 10: Characteristics of a Leader

Day 11: You have to earn the status of Leader

Day 12: Once you reach the level of Leader, you still have the characteristics of a Boss and Manager within you

Day 13: Qualities of a Strong Leader

Day 14: A Leader must commit themselves to continual growth and exposure of new ideas, concepts and philosophies

Day 15: When Marines go to battle, they remove their insignia rank

Day 16: How a Leader harms an organization

Day 17: Downside of a Leadership Position

Day 18: Signs of Poor Leadership

Day 19: You can always buy a person's time, but you cannot buy...

Day 20: A poor Leader states...

Day 21: A strong Leader states...

Day 22: How do you make an organization better? Invest in the people who work there.

Day 23: Organizations get better when the people get better

Day 24: The test of Leadership occurs when you are not there

Chapter 3: Accountability Management

Day 25: What is Accountability Management?

Day 26: Embracing Accountability Management

Day 27: Making Accountability Management Work for You

Chapter 4: Effective Communication Skills

Day 28: Who We Communicate With

Day 29: We All Communicate Differently

Day 30: Kill Them with Kindness and Logic

Day 31: Communicating With Salespeople (Motivation)

Day 32: Communicating With Salespeople (Be a Listener)

Day 33: 5 Steps to Effective Communication Skills

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Chapter 5: Daily Training

- Day 34: What is Training?
- Day 35: Where to Get Ideas
- Day 36: Training Adults vs. Training Children
- Day 37: How to Train Adults
- Day 38: When to Train

Chapter 6: Daily Coaching

- Day 39: What is a Coach?
- Day 40: Characteristics of a Good Coach
- Day 41: How do I Coach?
- Day 42: When do I Have Time to Coach?

Chapter 7: Negotiations vs Closing

- Day 43: What are Advanced Negotiations?
- Day 44: What is closing?
- Day 45: Sales vs. Manager negotiations
- Day 46: How do you fix bad negotiating?
- Day 47: Why some managers fail to close
- Day 48: How do we know if we are negotiating correctly
- Day 49: What if we are bad at negotiating? Can that be fixed?
- Day 50: What is EMI?
- Day 51: When should EMI happen?
- Day 52: The overall effect of EMI
- Day 53: The salesperson role in EMI
- Day 54: The customers expectation
- Day 55: What is a Manager T.O.?
- Day 56: When should the manager T.O. happen?
- Day 57: The salesperson's role
- Day 58: What is the Managers goal?
- Day 59: The mindset of a successful manager
- Day 60: The mindset of an unsuccessful manager
- Day 61: Making a strong first impression
- Day 62: Securing a reasonable offer
- Day 63: The difference between a deal and a sale
- Day 64: The difference between Overcoming Objections vs. Negotiating
- Day 65: Know your number
- Day 66: It's not all about the money
- Day 67: Not getting too personal
- Day 68: The 5 Stages of Negotiations
- Day 69: Never Meet in the Middle
- Day 70: Every negotiation's is different
- Day 71: What are your customers thinking about?
- Day 72: Words, body language, posture, voice & tone

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Chapter 7: Negotiations vs Closing (Continued)

- Day 73: Whoever speaks first loses: Is it true?
- Day 74: What the Customer Wants:
- Day 75: What is negotiation control?
- Day 76: Converting demands into needs
- Day 77: How to shape the perception of value
- Day 78: Understanding the customers real needs
- Day 79: The importance of saying "No"
- Day 80: Compromise vs. Conceding
- Day 81: The 3 Phases of Negotiations:
- Day 82: 4 Elements of Negotiation
- Day 83: Too few questions, and not enough listening
- Day 84: Failing to allow the customer to think they are winning
- Day 85: Giving up after hearing "No"
- Day 86: Not knowing when to walk away
- Day 87: The Golden Rule of Negotiating:
- Day 88: Never letting a Negotiation come down to a single issue
- Day 89: Why it needs to be Win-Win in Negotiations

Chapter 8: Phone Ups

- Day 90: Understanding and Acknowledging
- Day 91: Measure Manage Control Change Improve
- Day 92: What the Customer Needs to Know
- Day 93: Goals of Handling "Phone Ups "
- Day 94: How to Train to Handle Phone Ups
- Day 95: Exercise and Group Critiques
- Day 96: Phone Up Effectiveness

Chapter 9: How to Manage Stress

- Day 97: Statistics You Should Know
- Day 98: The Stress and Time Connection
- Day 99: Myths and Realities
- Day 100: Know Your Stress Symptoms
- Day 101: Techniques to Manage Stress
- Day 102: Techniques to Manage Time

Chapter 10: Measuring to Manage, Control, Change and Improve

- Day 103: You Can't Manage What You Can't Measure
- Day 104: What do I Need to Know and Why do I Need to Know it
- Day 105: How do I Manage What I Measure
- Day 106: You Can't Control What You Can't Manage
- Day 107: You Can't Change What You Can't Control
- Day 108: You Change in Areas Needed / You Improve Results