

**Sales Management: Lead by defining, refining & driving your modern Sales Process!**

**Course Title: MHPT- Part 1 - Managing A High-Performance Team**

**Automotivaters Training Delivery Methods: Trainer Lead:** In-Person or Online Live via Zoom.

**Duration:** 6 hours in-person or 2 x 3-hour sessions via Zoom.

**Attendees:** Sales Management and General Managers

**Learning Objectives:**

- To increase the sales managers' knowledge of modern best practices in the current customer environment.
- To increase managers' understanding of the dynamics of 'change management' and their role in achieving higher performance through their people.
- To gain greater knowledge of how to develop a "high-performance culture."
- Increase comfort with and effectiveness in conducting better-structured one-on-one coaching.
- Increase the manager's ability to deliver more effective skill development meetings.
- Managers will be able to motivate team members to change positively.
- Managers will be able to develop productive habits for themselves and the team
- Managers will better understand the forces at work against them in developing their team and be more confident in overcoming those forces.

**Expected Outcomes Upon Execution of Strategies:**

- With the execution of discussed strategies, a culture of personal responsibility for team members will emerge.
- Increases in sales volume and long-term profitability.
- Increase in CSI and customer retention

## **Course Title: MHPT- Part 2 - Managing A High-Performance Team**

**Automotivators Training Delivery Methods: Trainer Lead:** In-Person or Online Live via Zoom.

**Duration:** 6 hours in-person or 2 x 3-hour sessions via Zoom.

**Attendees:** Sales Management and General Managers

### **Objectives:**

- Increase the participant's understanding of the dynamics of change management and their role in achieving higher performance through their people.
- Increase the participant's knowledge and proficiency with the coaching aspects of their job.
- Increase comfort with and effectiveness in conducting one-on-one coaching.
- Increase comfort with and effectiveness in delivering skill development meetings.

### **Projected Expected Outcomes:**

- Returning to the dealership, participants should feel more confident conducting one-on-one coaching sessions and delivering skill development meetings with their team.
- Participants will better understand the forces at work against them in developing their team and have more confidence in overcoming those forces.

### **Training Session Topics:**

- Management development of people
- Why is change hard?
- Coaching
- Your role in coaching and change
- The forces working against us
- CEO / GM impact on accountability
- Sales team coaching
- Coaching is sales
- Coaching questions
- Better One-on-ones
- What should I coach?
- Practice One-on-ones (Set-up)
- Skill development training
- Learning styles
- Attention span
- Incorporating stories
- How well do you need to know it?
- Designing a training meeting

The logo for Automotivaters features the word "Automotivaters" in a bold, black, serif font. The text is positioned to the left of a black square. Inside the square, there are three horizontal yellow dashed lines. The entire logo is set against a light gray background.

**Automotivaters**

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- agenda
- Evaluation of learning/change
  - Appendix – practice materials
- Practice scenarios
    - One-on-ones
    - Skill development