

The High IMPACT Selling® Sales Management Symposium **AGENDA**

THE BROOKS GROUP

SALES AND SALES MANAGEMENT ASSESSMENT, TRAINING, RETENTION



Day 1

Registration Begins at 8:00am

Session Begins at 8:30am

Morning

- The 9 Strategies That Make Great Sales Organizations Great
- Your Role as Sales Manager or Leader
- The IMPACT Sales Management Process: Recruiting

Lunch

Afternoon

- The IMPACT Sales Management Process: Selection
- The IMPACT Sales Management Process: Coaching

Session Ends at 4:30pm



Day 2

Session Begins at 8:00am

Morning

- Day 1 Review
- The IMPACT Sales Management Process: Establishing Expectations
- The IMPACT Sales Management Process: Providing Training
- The IMPACT Sales Management Process: Course Correction

Lunch

Afternoon

- The IMPACT Sales Management Process: Measurable Accountability
- The IMPACT Sales Management Process: Sustaining Momentum
- Wrap-Up Discussion

Session Ends at 4:00pm