



rosm - results oriented sales management



by Buki Mosaku

International consultant, highly sought-after speaker and corporate sales trainer

[www.rosacad.com](http://www.rosacad.com)



# rosm™ - results oriented sales management

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## overview

In this workshop you'll discover a simple and reliable step by step, easy to follow, customisable system for managing your sales team; ensuring they get more prospects, close more sales and grow more existing business in order to meet target.

## objective

The objective of this workshop is to:

- Define best practices in sales management
- Develop a plan for executing best practices
- Improve the overall impact your sales managers have on the sales outcome
- Ensure Towergate meet and exceed 2015 and ongoing sales targets across each region

## who should attend?

Anyone who has responsibility for managing and coaching high performance from sales people, or account managers.

## having attended this event you'll learn:

- How to implement a proven customisable coaching model for your sales environment
- The 3 skill levels that you must monitor for your team to thrive
- How to bridge the gap between expectations and results within your team
- How to get your team to perform your view of their role
- How to understand behaviour change as it applies to your team and higher sales performance
- How to deal more effectively with difficult personalities
- The many factors that block sales people from being successful
- How to clarify the sales role expectations within your team
- How to deal with the 6 most common problem sales and account manager personalities
- How to use your understanding of personality patterns to more effectively coach your team to higher performance
- How to role play upcoming coaching sessions and increase manager confidence
- How to more effectively conduct one on one and team sales meetings
- How to improve accuracy of sales forecasts whilst ensuring targets are met
- How to approach long term goals through a series of eight week rotating coaching plans



## course style

This course is highly interactive and participative and will provide opportunities for individuals to apply workshop methodology in role play scenarios and leave with a plan that will start generating results immediately!

## pre-course work

Fill out: 5 minute Pre-workshop Questionnaire

## course duration

1 Day and , Course Times:

09.00 to 17.00

09.00 to 12.30

1/2 day follow through

## rosm<sup>™</sup> - results oriented sales management

Day 1	The Big Question
9:00 a.m	Results Oriented Sales Coaching Model
	Change and the Transition Curve
	Five stages of a sales/account manager career
	Best Practices in Sales Management
	The Role Discrepancy Exercise
	Monitoring Key Activity Benchmarks
	Cold Calling Best Practices
	Playing the role of Senior Sales Person
	15 Coaching Points Checklist
	Weekly 15 Minute One to Ones
	Reward and Recognition
	8 Week Coaching Plans
1:00 p.m	Common Coaching Concerns
	4 ways to coach account managers/sales people
	Common Sales/Account Manager Personality types
5:00 p.m	Conclusion
Day 2	The One on One Coaching Meeting
9:00 a.m	Coaching Scenarios
	Role Play
	Your Eight Week Coaching Plan Outline
	Action Steps
9:00 a.m	Wrap up



## about your trainer – Buki Mosaku

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Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GLG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared in the Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.



“Buki, Tom left for your course as my deputy for European sales, and came back the manager. Training that really works.”

Colin Berthoud, Founding Partner, TIM Group



“I found the time valuable .... It gave us all a common understanding of what we can be doing to improving the effectiveness of the teams and ultimately to bring in more sales”.

Kevin Stineman, Global Sales Director



“Having recently transitioned into a new sales management role I attended Buki Mosaku’s Results Oriented Sales Management (R.O.S.M.) course. The programme provided me with a structured framework on how to approach my new role and the team, addressing aspects such as hiring; identifying and dealing with common sales personality types and setting and measuring objectives, all presented within in structured sales coaching plan. The course also provided me with a good opportunity to discuss sales approaches employed at other organisations. Overall I found the course of great benefit and would certainly recommend it to sales managers.”

Craig Torgius | Business Development Director

Aon Limited | Aon eSolutions





"I have used Buki Mosaku and Inquire Management a number of times over the last few years; both for one-on-one coaching, sales management and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him".

Matt Surfleet, Commercial Director



"I have worked with Buki Mosaku on several projects and each time he has provided a fresh, innovative approach with plenty of enthusiasm. He is an excellent motivational speaker and a talented coach. His series of 'results oriented' workshops and seminars provide key tools for anyone wishing to hone and improve their sales communication skills. I recommend Buki to anyone wishing to enhance the quality of their sales and customer focused operations." Nigel Brittle, Group Chief Executive, Personal Group



I have known and liked Buki Mosaku for many years; he is a clear communicator with a rare level of integrity and an absolutely infectious enthusiasm..... I have used him in my company, trusting him to train a key manager and have been very happy with the results.

John Reilly, Managing Director, Reilly People