



## PERFORMAX Customer Success Story:

# Radio Shack – Sales Management

NB: Each Solution is based on a real Customer Engagement using Customer Quotes wherever possible

### **Customer Situation**

Departing for their normal Retail Sales Model, Radio Shack with its 100+ Stores across Ontario in Canada decided to set up an outbound sales force to sell personal computers.

Albeit these sales people were based in the retail stores and fell under the management of the store managers, most of whom had little or no experience with outbound selling, or how to manage it.

The VP Marketing recalled a series of Sales Management modules that had been created and used by the founder of PERFORMAX when they worked together in another company.

Hence PERFORMAX (then CCMC) was retained to customize a Sales Management Program to help the Store Managers manage their outbound sales force effectively.

### **PERFORMAX Solution**

In working with the Marketing Manager and a Store Manager, our **For Sales Managers Only** Program was customized along with a series of tools to help the Store Managers:

- a. Understand their role as a manager of an outbound sales force
- b. Give them a process to manage by
- c. Develop a 1<sup>st</sup> cut Plan for their sales teams
- d. Understand how to manage the activities and opportunities of their sales teams
- e. Help them manage their People effectively
- f. Overview the Leadership & Management Skills needed for success!

The Sales Management Program was based on the Agenda below.

#### **Sales Management Workshop Agenda:**

##### **1: The Basics**

- Sales Management vs Selling
- Process vs Results Management
- Focus on Your Key Controllables

##### **2a: Leadership through your Strategy & Plan**

- Sample Plan
- Overnight Exercise: Develop Your Plan

##### **3: Opportunity & Activity Management**

- Recap of the Sales Process
- Quantity Management
  - Sales Activities
  - Sales Opportunities
- Quality Management
  - Sales Activities
  - Sales Opportunities

Personal Selling

##### **2b: Leadership through your Strategy & Plan**

- Live Plan Presentations

##### **4. People Management**

- Recruiting & Hiring
- Getting Started.. Right
- Coaching & Training
- Discipline & Firing
- Promotion & Development
- Motivation & Compensation

##### **5. YOUR Company**

- Positioning Your Company
- Representing Your Company

##### **6. Leadership & Management**

- Management Skills
- Leadership Skills

##### **7. Wrap Up and Evaluations**

### **Measurable Outcome**

The basic outcome was that the Sales Managers now understood their Jobs along with a toolset to help perform it.

As several participants fed back: "**Why didn't someone give me this before!**"