

## SALES MANAGEMENT TRAINING COURSE SYNOPSIS

Time	Subject Heading	Description of Material Covered In This Session Including Exercises
11.00	<b>Recruitment</b>	<p>Explain slides 12 to 18 inclusive as per the notes section on the PowerPoint slides. On slide 18 handout exercise sheet 03a (N.B. There is no specific exercise for the delegates to complete as this is a discussion only exercise sheet.) Discuss the importance of a job description as an excellent way to clearly layout the requirements of the job and the skills needed. Therefore how it can be used to ensure that they source the most suitable person to fulfil the requirements of the job. Discuss the 6<sup>th</sup> and 7<sup>th</sup> points of the specific responsibilities. These are two excellent examples where interviewers can have a discussion with the candidate as to whether they are able to fulfil these requirements.</p> <p>Run through slides 19-23 as per the notes section on the PowerPoint. Then give exercise 03b. In groups of two, duration 10 minutes. Review takes 15 minutes, ask each group to provide their conclusions. Then handout exercise sheet 03c as a review of the different types of questions. Ask them to read through individually for 10 minutes and then ask for their conclusions.</p> <p>Then explain slides 24 and 25 as per the notes section on the PowerPoint.</p>