



## Module 03 – Improving Sales through Well-being Strategies



### Reasons to Attend

The sales industry has a reputation for being fast-paced and stressful at times, so employers should be focused on well-being to ensure employee health and efficiency are peaked at all times. The demand and expectation of a sales role can affect physical and mental health. Given that stress is a reality in many people’s working lives, especially in a profession such as sales, offering a resilient building training combined with sales is not just a trend, but a necessity for leading a healthy and competitive business today. By incorporating well-being strategies, you are increasing the overall sales results, improving engagement and learning how to deal with challenges effectively.

### Course Methodology

The course is designed for any individual or employee in any position. It is divided into independent modules and is adjusted to the number of attendees. In a group course, attendees gain all strategies for developing resilient company culture through role-plays, group activities, and cases that are included for each module to strengthen participants’ ability to transfer the knowledge into the work environment. Awareness building, skill-building, and reflection times are carefully designed to ensure the right impact.

### Content

#### 1. Sales targets vs finding the right balance

The sales stress - this emotion can motivate us to push ourselves and drive momentum to achieve sales goals. What happens when this stress starts to escalate out of control? As sales managers, it is important to apply some pressure to promote healthy motivation, but you need to do this without compromising the health of your team. It can have harmful effects on the mental, physical, and emotional health of your employees. Stress-related conditions can have life-changing consequences. It is important to understand your stress triggers like financial worry, struggling to meet quotas, a cluttered pipeline, lack of direction/poor management, unattainable



targets, lack of resource, toxic work environment, failing to meet expectations. That is why stress is definitely not something to be ignored. Prevention is always better than cure.

## **2. Offer the right support to your team**

The best way to decipher the most effective method to support your sales team is to ask them directly. “What does employee wellbeing mean to you and how can we support your wellbeing in the workplace?” By asking these questions you should be able to paint a clear picture of their needs and how you, as a business, are able to support them. Monitor the support your business currently provides and regularly review this to make sure that what you are offering matches the needs of your team.

## **3. Create a strong culture of well-being**

Leaders and managers will create cultural experiences and engagement mechanisms that allow for better collaboration. Cross-functional teams will have real purpose and be empowered to solve real problems and innovate within given structures. And new rewards systems will be put in place that focuses on supporting these behaviors, attitudes, and activities just as much as they will output and execution.

## **4. Resilience-building strategies in sales**

Organizations facing the need for change have the opportunity to lead change effectively to remain relevant and competitive while simultaneously building a more resilient team. Leaders and managers that will drive peak performance and the best financial returns will have to transform their organizations into resilient high-performance teams that embrace change.

## **5. Create a valuable employer brand**

Even though employer branding is one of the key recruitment trends nowadays, its potential and impact goes far beyond the recruiting process. Employer Brand is what your employees, current and potential future job candidates think about you as an employer. It is their perception of how you treat all of your employees, not only the candidates, as well as your Employee Value Proposition. Having clearly defined Employer Brand can help you find the right job candidates, but also engage all of your employees and create a positive work atmosphere.



### Course Objectives

By the end of the course, participants will be able to:

- Identify resilience building techniques ✓
- Attain well-being strategies in sales ✓
- Understand strategies for creating a strong work culture ✓
- Enhance communication skills ✓
- Create a respectful and successful work environment ✓
- Understand how to create a valuable employer brand ✓

### Target Audience

Employees in any functions within their organizations, sales team members and sales leaders who want to build a positive work culture in their organizations; 1<sup>st</sup> and 2<sup>nd</sup> level managers and other stakeholders.

**Certificates:** By the end of every course, attendees will be awarded a certificate for successful attendance or accomplishment, provided by Kitanovski consulting.

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