



NSW PROFESSIONAL DEVELOPMENT

What makes a Great Sales Manager?



Back by popular demand from the recent MEA Executive Certificate course, do not miss the opportunity to hear from expert speaker Steve Hertzberg of NRG Solutions as he takes us through the steps in becoming an effective Sales Manager for your team. This session is a must attend for Sales Managers with at least three years experience, particularly those who manage a team.

Steve will cover:

- The three traits every great sales manager needs to succeed in 2010
- Five strategies for keeping your sales team motivated
- How to build a winning sales team & a competitive sales culture
- How to address the balance between existing versus new opportunities
- Adapting your style to match with sales members skills & motivational level
- Getting the balance right as a leader - soft on people yet hard on outcomes
- How to recruit & select the right sales people for your team
- What needs to be measured to ensure you exceed your budget
- Understanding the role of a manager is to grow sales people not sales
- When & how to conduct field coaching calls with your staff - including three different types of field coaching calls you can use

STEVE HERZBERG - NRG SOLUTIONS



Steve Herzberg
NRG Solutions

MEA's feedback about Steve:

"Lots of energy, provided heaps of good 'tag lines' to take back to the team"

"Entertaining and exciting. Enjoyed the group interaction and stories of Steve's own experiences"

"Excellent! Energetic & interactive, best speaker! Loads of handy sales tips"

"Really informative, interactive, gave clear sales tips - AMAZING - really rewarding!"

Steve is one of Australia's most in demand business coaches, facilitators, trainers and speakers. His areas of excellence are; business to business selling, leadership, and presenting. He helps to drive revenue growth by using realistic and proven strategies to get the best out of people.

His client list includes: ANZ Bank, Microsoft, Toyota, Colgate, Flight Centre, Kemp Strang lawyers, AFG, Lenovo, Allen and Unwin, Commonwealth Bank, Lend Lease and Truman Hoyle lawyers.

Over the past 9 years, he has consistently delivered high quality tailored programs that are practical, results-focused and energetic. His success is measured by the results he achieves, the quality of his client list and the number of his clients that consistently choose to re-engage him.

Event Details

Date: Tuesday 30 March 2010

Time: 8.45am - 11.30am

Venue: Sydney Convention and Exhibition Centre

Address: Parkview Room, Darling Drive
Darling Harbour, NSW 2000

Cost: \$144 AFMEA, AMM, AIMM Member
\$154 MEA Member
\$165 Business Events Sydney Member
\$188 Non Member

PD Points: 8

Contact: Lisa Whelan
Branch Coordinator NSW

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Event Program

8.45am Event registration & tea/coffee

9.00am Session commences

10.00am Morning Tea break

10.15am Session continues

11.30am Session concludes

Proudly supported by:





Meetings & Events Australia

NSW PD - What makes a Great Sales Manager?

Sydney Convention & Exhibition Centre, 30 March 2010

Registration Form

Attendee details

Organisation _____

Attendee 1 Name _____

Position _____ Email _____

Phone (w) _____ Mobile _____

Attendee 2 Name _____

Position _____ Email _____

Phone (w) _____ Mobile _____

Attendee 3 Name _____

Position _____ Email _____

Phone (w) _____ Mobile _____

Special requirements (dietary/physical etc) _____

Registration is covered under the MEA Enrolment, Cancellation & Refund Policy. This policy is available on the MEA website and on request from mea@mea.org.au

PAYMENT IN ADVANCE IS REQUIRED.

Registration can also be made online at meetingsevents.com.au

- A Notification of Registration letter will be forwarded via email within 3 working days of full payment being received and processed. This notification will list the session details and the terms and conditions of registration.
- All registrations received by MEA will not be considered as confirmed unless payment has been received and processed by MEA.

Registration details

This document will be a TAX INVOICE when you make payment.

Meetings & Events Australia – ABN 31 002 967 366

Registration (including GST)

AFMEA, AMM, AIMM Member	\$144.00	x _____	= \$
MEA Member	\$154.00	x _____	= \$
Business Events Sydney Member	\$165.00	x _____	= \$
Non-Member	\$188.00	x _____	= \$
Total cost			= \$ _____

Payment

- I wish to pay by electronic transfer. BSB: 062-733 Account #: 28002409.
Please email remittance to accounts@mea.org.au
- I wish to pay by credit card: Visa Bankcard Mastercard American Express
- Card Number _____ / _____ / _____ / _____ Expiry Date ____ / ____
- Card holders' name _____
- Signature _____

Registration by

FAX 02 9929 5600

For more information

Call MEA on 02 9929 5400 or email

rharris@mea.org.au

MEA ACKNOWLEDGES NATIONAL SUPPORTERS



PRIVACY STATEMENT

In registering for this event relevant details may be incorporated into a delegate list for the benefit of all delegates (name and organisation only), and may be made available to parties directly related to the event including MEA (including its Branch Committees and staff), our database contractor, venues, speakers, and key sponsors (subject to strict conditions). The information will also be added to the MEA database in order to allocate PD points relating to attendance.

I do not wish to have my personal details made available to sponsors.

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