

## **Revealing the Secret of Developing the Top Salesperson Performer**

- Do you know that hiring the right candidates is already half the battle won for organisational success?
- Are you looking for strategies to identify and recruit top sales performers who can transform your company's results?
- Would you like to learn how to develop and nurture sales talent into high-performing professionals?

### **Introduction**

Building a strong sales team starts with getting the right people on board. While technology, globalisation, and digital platforms have reshaped how we buy and sell, the timeless truth remains: sales success depends on the quality of the salesperson. Post-pandemic, customers are better informed, more connected, and more demanding, making the role of top sales performers even more critical. This program is designed to help leaders and HR professionals uncover the secrets to identifying, recruiting, and developing exceptional sales talent. Participants will learn how to recognise the traits of high performers, apply structured recruitment methods, and use proven strategies to nurture salespeople into consistent achievers. By mastering these approaches, organisations can not only reduce costly hiring mistakes but also build sales teams capable of driving growth, resilience, and long-term success.

### **Program Objectives**

This program aims to:

- Provide knowledge and skills to recruit the right candidate into the sales team.
- Get the right strategy to develop the talent of the salesperson.

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Prospect, recruit and develop effective salesperson
- Equip strategies to establish the salesperson in the organisation.

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

## Who Should Attend

Human Resource Executive, Human Resource Personnel, Marketing Executive, Marketing Personnel, Senior Management, and anyone who has interest in recruitment and nurturing marketing personnel

## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<b>The Challenges in the Recruiting the Right Candidates</b>  This module provides the mindset and attitudes of the workforce fundamentally. The participants would understand the demand of the perspectives of employees when they are looking for a job. Hence, they would be well prepared to handle the new workforce in the market.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<b>The Sales Enigma</b>  In this module, the participants would look at the opportunity and the challenges during the employment process. The participants would mentally ready to recruit the high-demand vacancy but least favourable job in the market.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<b>What it Makes to Success in Sales</b>  In this module, the participants would learn the following topics: motivation to success, empathy, ego drive, ego strength, integrating the dynamics for success, and other personality qualities and the job match.
3:30pm – 4:00pm	Tea Break and Networking

4:00pm- 5:00pm	<p><b>Job Matching</b></p> <p>Understanding the requirements of the job and the personal qualities you are seeking in an ideal applicant will go a long way towards selecting your next top performer. This module helps participants to learn the skills to perform job matching.</p>
<b>Day Two</b>	
Time	Topics
9:00am – 10:30am	<p><b>Selecting and Hiring Top Talent</b></p> <p>In this module, participants would pick up the skills to identify the characteristics of top performers, the method how to recruit and screen them through psychological testing and in-depth interview,</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Building a Winning Sales Team</b></p> <p>This module enables participants to identify the strengths and weaknesses of a sales manager. At the same time, this module covers other topics such as the psychological connection, the psychology of “A” players, the marginal producer, the coach, learning and development and the compensation strategy in a sales team.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>The Sales Managers</b></p> <p>The sales manager is the person who would make sure the goals are met. This module enables the participants to apply a strategy to differentiate between a good salesperson and a good manager. Then, how to develop an excellent salesperson to be a sales manager.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>The Successful Salesperson in Today’s World</b></p> <p>This module trains participants to conduct reflection to review the characteristics and requirements of a salesperson, especially in the volatile, uncertain, complex and ambiguous business environment. From the reflection, it is essential to have continuous improvement to ensure the salesperson is fit and able to perform.</p>

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