LumeMinds Sdn Bhd

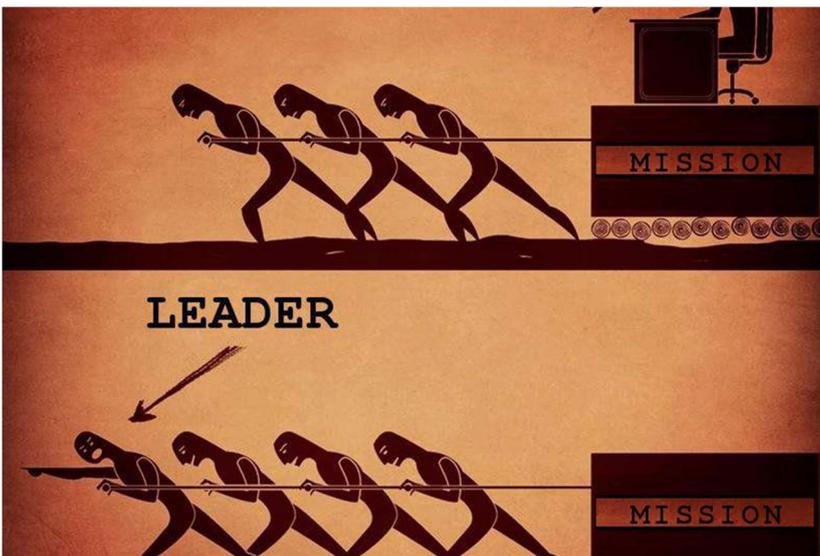**2024**

Essential Skills for Newly Appointed Managers

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Corporate Trainer
Speaking from experience as Senior
Sales Leader in various MNCs company
7/18/2024

Essential Skills for Newly Appointed Managers

Trainer:	Roslan Effendi, MBA International Business – Senior Sales Leader in MNCs company
Course focus:	Essential Skills for Newly Appointed Managers
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Course program:

I. Program overview:

This 2-day training program is designed to equip first-time managers with essential leadership skills. The program focuses on developing self-awareness, understanding various leadership styles, and enhancing communication and team management abilities. Through a combination of theoretical knowledge and practical exercises, participants will gain the confidence and skills needed to lead effectively in their new roles.

II. Training outcome

i. **Understand the transition** from individual contributor to manager and the associated challenges.

ii. **Develop self-awareness** and emotional intelligence to enhance leadership effectiveness.

iii. **Learn and apply** different leadership styles and theories.

iv. **Enhance communication skills** for effective team interactions.

v. **Master practical skills** in conflict resolution, time management, and delegation.

III. Training objectives

i. **Increased self-awareness** and emotional intelligence.

ii. **Ability to identify and apply** appropriate leadership styles in various situations.

iii. **Improved communication skills**, including active listening and feedback.

iv. **Enhanced team management** capabilities, including conflict resolution and performance management.

v. Development of a personal action plan for ongoing leadership growth.

IV. Training approach

The training will utilize a mix of interactive lectures, group discussions, case studies, role-playing exercises, and practical workshops. This blended approach ensures participants can apply theoretical concepts to real-world scenarios, fostering a deeper understanding and retention of the material.

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Business hours: Monday – Friday, 9 am to 6 pm GMT8+

V. **This target group**: This program is ideal for first-time managers and supervisors who are transitioning into leadership roles. It is also suitable for individuals who have recently been promoted and need to develop foundational leadership skills to manage teams effectively.

VI. **Training Outline 1 – 2 days duration**

Day 1: Building Motivation and Skills

Module 1: Motivation and Mindset (9:00 AM - 10:30 AM)

- Sub-module 1.1: Understanding Motivation
  - o Discuss the importance of motivation in sales.
  - o Identify personal motivators and how to leverage them.
- Sub-module 1.2: Overcoming Sales Reluctance
  - o Techniques to push for sales without feeling pushy.
  - o Role-playing exercises to build confidence.
- Sub-module 1.3: Setting and Achieving Goals
  - o SMART goals for sales professionals.
  - o Creating a personal action plan.

Morning Break (10:30 AM - 11:00 AM)

Module 2: Skill Duplication (11:00 AM - 1:00 PM)

- Sub-module 2.1: Analysing Star Performers
  - o Identify key skills and behaviours of top performers.
  - o Case studies and success stories.
- Sub-module 2.2: Training Techniques
  - o Methods for star performers to train peers.
  - o Creating a mentorship program.
- Sub-module 2.3: Practical Application
  - o Hands-on training sessions.
  - o Feedback and improvement loops.

Lunch Break (1:00 PM - 2:00 PM)

Module 3: Follow-Up Systems (2:00 PM - 3:30 PM)

- Sub-module 3.1: Importance of Follow-Up
  - o Why follow-up is crucial for sales success.
  - o Common follow-up mistakes and how to avoid them.
- Sub-module 3.2: Building a Follow-Up System
  - o Tools and techniques for effective follow-up.
  - o Integrating follow-up into daily routines.
- Sub-module 3.3: Automation and CRM
  - o Using CRM systems to streamline follow-up.

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  o   Automating follow-up processes.

Afternoon Break (3:30 PM - 4:00 PM)

Module 4: Review and Recap (4:00 PM - 5:00 PM)

- Sub-module 4.1: Key Takeaways

  o   Recap of the day's learning points.

- Sub-module 4.2: Group Discussion

  o   Open floor for questions and sharing experiences.

- Sub-module 4.3: Action Plan

  o   Developing a personal action plan for the next day.

Day 2: Aligning Vision and Targets

Module 5: Work-Life Balance (9:00 AM - 10:30 AM)

- Sub-module 5.1: Time Management

  o   Techniques to separate business and personal time.

  o   Tools for effective time management.

- Sub-module 5.2: Stress Management

  o   Identifying stressors and coping mechanisms.

  o   Mindfulness and relaxation techniques.

- Sub-module 5.3: Maintaining Focus

  o   Strategies to stay focused during business hours.

  o   Creating a productive work environment.

Morning Break (10:30 AM - 11:00 AM)

Module 6: Marketing and Sales Alignment (11:00 AM - 1:00 PM)

- Sub-module 6.1: Current Marketing Data

  o   Importance of up-to-date marketing data.

  o   Analyzing current market trends.

- Sub-module 6.2: Aligning Marketing and Sales

  o   Ensuring marketing vision aligns with sales targets.

  o   Collaborative strategies between marketing and sales teams.

- Sub-module 6.3: Developing a Unified Strategy

  o   Creating a cohesive marketing and sales plan.

  o   Setting joint goals and KPIs.

Lunch Break (1:00 PM - 2:00 PM)

Module 7: Resilience and Adaptability (2:00 PM - 3:30 PM)

- Sub-module 7.1: Embracing Failure

  o   Understanding that not achieving targets is not the end.

  o   Learning from failures and setbacks.

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- Sub-module 7.2: Building Resilience
  - Techniques to build mental toughness.
  - Stories of resilience in sales.
- Sub-module 7.3: Adaptability in Sales
  - Adapting to changing market conditions.
  - Staying flexible and innovative.

Afternoon Break (3:30 PM - 4:00 PM)

Module 8: Review and Recap (4:00 PM - 5:00 PM)

- Sub-module 8.1: Key Takeaways
  - Recap of the day's learning points.
- Sub-module 8.2: Group Discussion
  - Open floor for questions and sharing experiences.
- Sub-module 8.3: Action Plan
  - Developing a personal action plan for future growth.

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