

A man in a dark suit and tie is sitting on a concrete ledge, looking down at a tablet computer he is holding with both hands. The background is a blurred white lattice fence. The overall image has a muted, greyish-blue color palette.

Sales Manager

CERTIFICATION PROGRAM

HEAT.U

About the Program

When you thrive, your team thrives. Learn how to make an immediate impact on your sales force today in a program developed to fit the needs of every sales manager. Whether you are a seasoned sales manager or recently promoted from the sales team, this program is designed to provide each participant with the tools needed to achieve positive, repeatable results.

HARDI's Sales Manager Certification Program provides a practical approach to managing your sales team – equipping you with the tools necessary to evaluate your team's current performance, position them for success, and ultimately drive them to their full potential.

PROGRAM FOCUS

Our Sales Manager Certification Program focuses on five competency areas:

- Strategic Oversight of Sales/Profitability
- Management of Outside Sales Team
- Sales Growth
- Market and Pricing Knowledge
- Marketing

SPONSOR SUPPORT

Each participating company will elect a program sponsor who, while not participating in the program, is knowledgeable about the requirements and stays informed of the participant's progress. Program sponsors will:

- Fully support and hold participants accountable for learning outcomes; receive reports from HARDI as Sales Managers complete their learning modules and assessments in Phase I to be prepared for the Phase II workshop.
- Receive a report as Sales Managers complete the program and receive certification, detailing improvements as a result of their time spent in the program.

Program Overview

Our Sales Manager Certification Program consists of three phases:

PHASE ONE: ENSURE BASELINE PERFORMANCE

Beginning with a standard curriculum built to ensure baseline performance, participants will complete modules online to help the Sales Managers think “on” their business rather than “in” their business. Modules are completed online in HEAT.U, allowing participants to complete work at their own pace.

Participants will answer questions to ensure companies have their strategic planning completed and will submit individual key performance indicator (KPI) data, which is a set of metrics that captures and measures how each participant’s sales team is performing to serve as a baseline for growth achieved in the program.

PHASE TWO: BUILD SKILLS AND SET GOALS

Once the first phase of the program is complete, participants are invited to an intensive two-day, instructor-led workshop with Joe Ellers of Palmetto Associates. The focus of the workshop will be on applying learned skills from pre-work material and developing new skills to drive the success of the participant’s sales team.

Participants will also have the opportunity to work one-on-one with Joe Ellers to create an individualized action plan specific to their companies, using the completed strategic planning questionnaire and KPIs from the previous phase.

Phase Two Workshop: October 12-13, 2021 in Columbus, OH

PHASE THREE: IMPROVE SALES TEAM PERFORMANCE

Designed to keep participants motivated and on-track, the final phase of the program will reinforce concepts from the first two phases, enabling participants to continue to improve their skill sets and implement tools to maximize their team’s sales efforts.

Participants will engage in a six-month coaching and feedback series with Joe Ellers via webinar and will resubmit their strategic planning questionnaire and KPIs again to track the progress of participants as they implement their action plans.

After receiving their certifications, participants will have demonstrated clear, measurable improvements within their sales teams as a result of time spent in the program.

Our program is administered by HEAT.U, HARDI’s online learning system, which makes tracking progress and completion simple and efficient.

HARDITALENT

PRICING

Our Sales Manager Certification Program price includes all components of the program:

- Learning modules
- Assessments
- Instructor-led workshop
- Six-month coaching phase

You can register your Sales Managers into the program for \$1,500 per participant. (Ask us about our multiple participant discounts or HARDI's private Sales Manager offering for organizations sending more than 10 participants.)

- After registering for the Sales Manager workshop, enjoy one-year access to additional online training in HEAT.U - a \$195 value.

GETTING STARTED

To get started with the Sales Manager Certification Program, sponsors should reach out by phone at **(614) 345-4328** or email at **hardimail@hardinet.org**.

A sponsor orientation will be conducted to familiarize the company with the program and ensure the sponsor understands the internal role they will play in the program.

We will enroll all Sales Manager Certification Program participants and provide them with an individual orientation, ensuring they enter the program understanding the requirements and are confident in their ability to move forward toward a successful program completion.

We look forward to working with you and your Sales Managers on this exciting program. Contact us today!

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