

# Course Description

## Maximizing Sales Channel Performance AMS289

14 Education Hours/ 12 on-line

### Overview

This program is designed to address the unique sales competency profile required by the Hanover Insurance Company's team of RVP's. In order to prosper in the current economic environment key business acumen and interpersonal skill sets must be present and sharp. The RVP has the challenge of internal and external sales management, leadership and associate development which makes this role a dynamic and ever changing position. The program will present scenario based learning focused on negotiation, leadership and communication as they are the core competency groups that guide the bulk of the RVP's daily activity. The program will address the skills required to move your direct and indirect reports toward collaboration and efficiency by eliciting the support and respect of the critical mass. Whether you have the "power" or have to rely on "influence" is not relevant when you deploy the characteristics of true goal based leadership. Participants in the program will be exposed to techniques and behaviors that will enhance their ability to accomplish market growth, improved team moral and a more refined focus on the Hanover's brand development within the sales channel of outside representatives.



### Learning Objectives

- Understand the role you play in the development of channel sales
- Identify the skill sets most relevant to your sales responsibilities
- Understand when and how to use influence vs. negotiation techniques
- Develop the leadership attributes most important to a business developer
- Create a tool box of communication techniques that will drive transparency and a common vision
- Build a coaching process to ensure your skills are transferable
- Create a personal action plan

### Format

The format of this program is highly interactive and how to oriented. Discussion of concepts and principals is followed by exercises. The emphasis is on practical application and adaptation of selected tools and techniques.

### Delivery Options

### Duration

2 days/ on-line 12 hours

### Who Should Attend

RVP's or any management level Hanover associate who has the responsibility of channel and/or business development and who has direct/indirect reports responsible for the growth of the channel.

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