

# SMART1 PROGRAM

# SALES MANAGEMENT AND RECRUITMENT TRAINING

3 Days of Intensive Sales Management Training for only those who wants to be **"The BEST"**.

An Accelerated 2 Days Program is also available upon request.



**SMART1** equips new and existing sales managers with the relevant skills and knowledge to start a **PRODUCTIVE SALES TEAM**

And provides these sales managers with the necessary tools to,

**OUTBUILD, OUTLAST & OUTPERFORM**

in any environment.



This Program is brought to you by:

SOW International Pte Ltd  
UEN#: 201608896M  
572 Hougang Street 51, #15-39  
Singapore 530572  
Mobile: +65 97496008  
Contact: Calvin Yeo  
Email: sowintl@gmail.com



All the questions and challenges you as a sales manager have will be answered in this program:

- 1 How can I find my "WHY"? Own It!
- 2 How can I inspire my sales people to success?
- 3 How can I develop a productive sales team?
- 4 How can I manage my sales team more effective and efficiently?
- 5 How can I recruit more quality sales people?
- 6 How can I deal with different expectations of my sales people?
- 7 How can I develop good strategies and build my sales team?

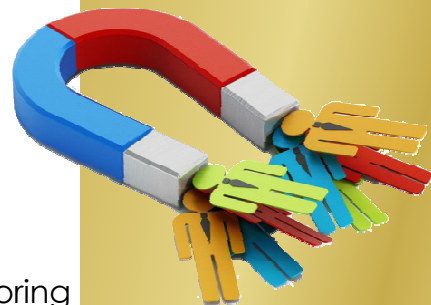
Program Outline:

Day 1:

- 1 Finding Your Purpose! Finding Your "WHY"!
- 2 What is Sales Management? The Simple S.M.R.
- 3 Key Role and Functions of a Sale Manager
- 4 Performance Management in Sales Management
- 5 Developing a Management Information System

Day 2:

- 1 Creating A Recruitment Philosophy
- 2 Psychology of New recruits
- 3 Psychology of Sales Managers
- 4 The Recruitment Process
- 5 Developing a MIS for Recruitment Monitoring



Day 3:

- 1 What is Leadership?
- 2 Develop your Sales Management Plans and Strategies
- 3 Preparing your Sales Management Plans and Strategies
- 4 Final Assessment of your Sales Management Plans and Strategies

Chief Facilitator:

Calvin Yeo, CFP, MBA, CPT, ACTA

25 years of sales and sales management experience with well-known financial firms such as Citibank, DBS Group and Prudential. Currently a Professional Speaker and Facilitator, Calvin brings not only his wealth of experience but also his insightful stories on what works and what doesn't so that you will never have to make those same mistakes made. To be the best, you have to learn from one of the best. And Calvin is one of the best.

**SMART1 was held all across Asia.**

**Singapore, Malaysia, Philippines and Hong Kong**



**Always Participating...**

**It is Engaging...**



**It is Simple yet Effective**



**We even look serious for a photo-shoot**



**Most importantly, IT IS VERY USEFUL**



# SMART

---

# PROGRAM



For more information please contact:

**SOW**  
ACADEMY

SOW International Pte Ltd

[www.sowacademy](http://www.sowacademy)

Tel: +65 9749-6008

Email: [sowintl@gmail.com](mailto:sowintl@gmail.com)

**After the completion of this program, for sure  
you will be a lot more SMARTER.**