

**SMART**  
PROGRAM **2**

# **S**ALES **M**ANAGEMENT **A**ND **R**ETENTION **T**RAINING

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.



**SMART2** equips experienced sales  
managers with the relevant skills and  
knowledge to build a highly  
**PRODUCTIVE SALES TEAM**

And provides sales managers with the  
necessary tools to,

**OUTBUILD, OUTLAST & OUTPERFORM**

in any environment.

**SALES**

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

**ARE YOU  
READY FOR A  
QUANTUM  
LEAP?**



# SMART <sup>2</sup> Sales Management And Retention Itraining

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

- 1 How can I overcome my challenges in Sales Management?
- 2 How can I build trust in my sales people?
- 3 How can I develop a productive sales team?
- 4 How can I retain my sales people?
- 5 How can I adopt coaching to retain my sales people?
- 6 How can I coach multi-generation sales people?
- 7 How can I develop good people retention strategies?

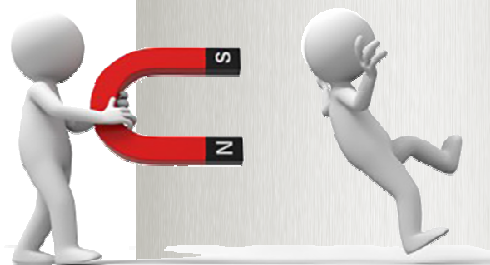
Program Outline:

Day 1:

- 1 What is Sales Management? The Simple S.M.R.
- 2 Over-coming the Challenges of Sales Management
- 3 People Retention and its Challenges
- 4 Building a People Retention Environment
- 5 Why and how coaching helps to retain talents

Day 2:

- 1 Fundamentals of Coaching
- 2 The Art of Coaching
- 3 Developing YOU – The Coach
- 4 Coaching One-On-One
- 5 Coaching Multi-Generation & Different Personalities



Day 3:

- 1 Building Leadership and Trust
- 2 Develop a People Retention Coaching Strategy
- 3 Preparing your People Retention Coaching Strategy
- 4 Final Assessment of your People Retention Coaching 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.

**SMART2 was held all across Asia.**

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



**SMART participants enjoying the moment**

**Learning through active discussions**



**Highly engaging. Never a dull moment**



**Peers presenting and sharing**



# SMART

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# PROGRAM

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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.**