

SALES MANAGEMENT

"Once we rid our self of traditional thinking, we can get on with creating a future"

- James Bertrand

Introduction

Managing the number of sales calls made, sales meetings, and prospects in the pipeline, are all but worthless activities without a common understanding of the sales process and a common language for communicating progress.

Sales Management workshop provides this and allows sales managers to more directly manage sales effectiveness and gain real control of their sales force. Additionally, Sales Management Training builds upon that foundation by providing the managers with effective tools for recruiting and coaching talented individuals - the building blocks of any successful workshop.

Objective

- Delivering a brief insight on sales interaction cycle
- Looks at the elements involved in managing a sales team, setting objectives and monitoring results.
- Guidance on how to deal with both the under-performing salesperson and the super salesperson who achieves targets with ease.
- How to fit sales management into the integrated marketing process?
- Understanding of the objective setting process
- Understanding of the links between objectives and organizational strategy
- Establish organizational structures and systems which support objectives and strategies
- Agree objectives and work plans for teams and individuals

Duration

16 hours

Batch size

Maximum 16 participants

Methodology

The workshop will be delivered in focused modules with lots of exercises and practice opportunities. Structured learning will be employed during the workshop and will include, but not be limited to Instructor led sessions, Role Plays, Games, Tests & Quizzes and Action plan for participants to work on strategizing customer focus.

Workshop Profile

Sales Management workshop is designed to allow the participants to investigate and experience the **process of sales management**. Sales Management workshop will focus on the specific **issues of managing the sales efforts**.

The workshop will help the participants focus on **psychology of customers**- Why do people go for different products? **Customer resistance and handling stalling, Effective Sales process management** along with managing the dynamic interaction with the customer. The workshop will also enable the participants to **lead and motivate the teams, monitor sales** and understand the importance of **relationship management**.

