



SRN 388

Sales Management

Course Introduction:

This Sales Management course teaches participants the fundamentals of sales team management. Participants will learn how to be successful sales managers, select sales professionals, build unity and trust in a sales team, interview successfully, train sales professionals, set performance standards, conduct performance evaluations and much more. The course is filled with interactive exercises that help ensure your success.

Course Objectives:

Upon successful completion of this Sales Management training class participants will be able to:

- Know how to Select Sales Professionals for your Team.
- Build Unity and Trust in your Sales Team.
- Encourage top Sales Performance with Appropriate Training.
- Set Performance Standards.
- Evaluate Performance.
- Conduct Effective Sales Meetings.
- Choose a Territory Strategy and conduct Territory Reviews.
- Predict Sales Revenue by using different Forecasting Models.
- Motivate your Sales Team by creating an Effective Compensation Plan.
- Set Goals and Monitor Motivation.
- Improve Substandard Sales Performance.

Who Should Attend?

This Sales Management training course is designed for Sales Managers, newly appointed Sales Managers and Sales Staff who are expecting to be appointed to Sales management in the near future.

Course Outline:

Effective Sales Teams

- Identify the skills and daily tasks of a sales manager
- Interview sales professionals
- Identify relationship-building processes
- Identify trust-building processes

Effective Sales Performance

- Train sales professionals
- Set performance standards and evaluate performance
- Conduct a sales meeting

Managing Sales Performances

- Identify the steps for choosing the best territory strategy
- Identify factors to consider when conducting territory reviews

Forecasting Sales Revenue

- Identify sales forecast factors and types of sales forecasts
- Discuss various types of sales forecasting approaches

Motivating Sales Teams

- Motivating sales professionals
- Monitor and increase motivation levels
- Address sub-standard sales performances

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

