



Sales Management Programme

Overview, Purpose and Objectives

SALES MANAGEMENT PROGRAMME

1. Programme Purpose and Objectives

The principal objective of the Programme is to provide Sales Managers with the skills and tools that will enable them to concentrate their time on the areas that maximise return on the sales force costs and to achieve the financial goals set by the company. This they would achieve by:

- Ensuring that their sales teams operate a measurable activity plan with existing and new customers
- Understanding what strategies and tactics to apply to a plan
- Measuring outcomes against activities to identify and close gaps
- Conduct regular activity, commitment, motivation and skill gap analysis with each individual to maintain maximum efficiency
- Maximise use of sales resource time to generate revenues
- Motivate and control their sales teams to produce maximum results
- Understand senior management requirements in order to work and communicate with them in harmony
- Feeling more able to control outcomes after the Programme and developing an overall awareness of how to think and act in terms of developing a 'Build' mentality whilst completing 'Important' and 'Urgent' tasks relative to their roles

2. Programme Overview and Contents

This Programme is structured to run over two days typically for 8 to 12 delegates.

The delegates will learn that there are three principal components to Sales Management and these are:

- Goal Setting
- Planning
- Implementation



During the Programme delegates will learn how to translate corporate goals into a Sales Promotion Plan which details the activities and actions that will be completed over the period of the plan to attain the objectives. Typically these plans will detail who will do what, when and how. Measuring devices including KPI's (Key Performance Indicators) are incorporated into the plan so that they can be used to monitor progress during the implementation phase.

Implementing a plan is usually the greatest area of weakness of Sales Managers due to their involvement in what they consider to be urgent and important items arising out of day to day business, which often takes their eye off the ball. Delegates learn the importance of allocating short periods of top priority time to managing their business so that plans are properly implemented to achieve the desired outcomes.

During the Programme delegates will learn the importance of conducting skill and activity audits with their sales people in order to ensure that they stay on track. Motivating, training and coaching are included in the 'Managing Resources Effectively' part of the Programme.

The Programme will culminate in the production of documented individual Sales Promotion Plans (in some cases completion may be required after the Programme) to apply to their field of responsibility immediately upon returning to their place of work.

It is critical that Sales Managers understand the concepts and methodologies of selling value. Consultative Selling is a stand-alone two-day Programme, which deals with selling value. In order for Sales Managers to be able to apply resources to business development effectively, they need to know and understand the skills that their sales people will acquire during their training. We recommend therefore that Sales Managers attend the Consultative Selling Programme prior to attending Sales Management Training.

3. Agenda for Sales Management Programme

Day 1 – Morning Sales Management Programme

- **Introductions**
- **The Role of Sales Management**
 - **Planning**
 - Importance of planning
 - Contents of a Plan
 - Strategy and tactics
 - Customer segmentation
 - **Strategy and Tactics**
 - What are they?
 - Identification and application
- **Individual Project – What aspects of Strategy and Tactics will apply to a DLL Plan?**
 - **Translating financial goals into activity**
 - Law of Cause and Effect
 - Control v Accident of Outcomes
 - Sales Force activities by time
 - Measurement and ‘Gap Analysis’
 - **Motivating and managing sales teams effectively**
 - Activity Goal setting
 - Personal development and coaching
 - Time management
 - Communication
 - Team building and commitment
 - Gap Analysis and KPI’s
- **Open Forum on Sales Management Function (to obtain buy-in)**
- **Lunch**

Day 1 – Afternoon Sales Management Programme

- **Preparing a viable Sales Promotion Plan**
 - **Segmentation**
 - Existing dealer or customer analysis
 - Assessing potential growth from existing (Customers/Dealers)
 - New customer identification and assessment
 - Assessing potential growth from new dealers or customers
 - **Individual Delegate Segmentation Project**
 - **Strategic Application**
 - Auditing benefits and values to sell to existing
 - Auditing benefits and values to sell to new
 - Resource allocation by skill and time to existing (maintenance)
 - Activity required to maintain
 - Resource allocation by skill and time to new (development)
 - Activity required to develop new business
 - **Skill Audit (Resources)**
 - Who to use for what activity
 - Time allocation as per strategic concept
 - Training, motivation, gaps if any
- **Delegate Evening Project**
 - Preparation to present contents of their Sales Promotion Plans to the other delegates
- **Close Day 1**



Day 2 – Morning Sales Management Programme

- Introduction
- Review of Day One
- **Individual Presentations of Projects**
- **Strategic Workshop 1**
 - Delegates will learn and discuss what are strategies
 - How are viable strategies evolved
 - How to apply strategies to a plan
 - How to measure the effectiveness of strategies
- **Tactical Workshop 1**
 - Delegates will learn and discuss what are tactics
 - How tactics are applied to a strategy
 - Which processes and models have tactical application
 - How to measure the effectiveness of tactics

Day 2 – Afternoon Sales Management Programme

- **Sales Promotion Plan Contents**
 - Financial and Activity Goals and Targets
 - Products, Pricing and Gross Margins
 - Segmentation - Target Markets
 - Benefits and Value Analysis
 - Tactics and Strategies
 - Communication Mix
 - Roles and Responsibilities
 - Training and Development
 - Timings
 - Key Performance Indicators and Measures



- ♦ **Options for Growth**
 - More products to Existing customers or dealers
 - New products to Existing customers or dealers
 - Existing products to New Customers or dealers
 - New products to New Customers or dealers
- ♦ **Template for Sales Promotion Plan**
 - Delegates to produce a template for a Sale Promotion Plan relative to their area of responsibility to encompass all activity areas where there is a sales cost
- ♦ **Delegate Next Actions**
- ♦ **Summary and Close**