



Module Eight

Sales Management and Direction

Positioning:

The Programme is aimed at providing Sales Managers and Directors with the skills, models and processes that will enable them to achieve the corporate goals through a sales team in the face of difficult conditions – i.e. against the trend.

Deliverables:

- Provides delegates with an understanding of how to evolve strategies and tactics to include in a sales promotion plan that will enable their sales teams to focus not just on maintaining existing business but developing new business. Provides delegates with more control over outcomes

Contents:

- The Role of Sales Management
- The Characteristics of an Ideal Leader
- Strategies and Tactics
- Translating Financial Goals into Activity
- Motivating and Controlling Sales Teams
- Segmentation Model
- Developing a Maintenance Plan
- Developing a Development Plan
- Conducting Skill Audits
- Planning and Template Projects

Who Should Attend?

- Recently promoted sales resources to sales management
- Senior Management who have Sales Manager / Director reports