



CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Transformative Sales Strategies



1 Day



In-Class

Center of **Excellence** and **Knowledge Hub**

www.ebi.gov.eg

Course Description:

To equip participants with innovative and effective sales strategies that drive growth, improve customer engagement, and enhance overall sales performance.

Target Audience:

This course is designed for sales managers, supervisors, experienced salespeople, and purchasing officers. It aims to enhance their ability to achieve sales and revenue success, whether they are selling products or services, and regardless of whether their clients are end consumers or other businesses

Course Objectives:

By the end of the course, participants will be able to:

- Understand the importance of having a strategic look at sales management
- Identify the Sales forecasting approaches and steps.
- Identify how to put sales plans to achieve the best results.
- Explain how to use assessment tools, & set performance development objectives.
- Explain the importance of running effective sales meetings

Course Outlines:**Module 1: A Strategic Look at Sales Management**

- Sales management: strategic or tactical
- What are my Critical Success Factors (CSFs)?
- SWOT and PESTLE analysis

Module 2: Sales Forecasting

- What is forecasting?
- Forecasting approaches
- Four-step process to create a sales forecast

Module 3: Sales Planning

- Components of a sales plan
- Putting your plan together
- Questions your sales plan should answer
- Sales planning best practices
- Sales planning skill practice

Module 4: Sales Performance Management

- Setting sales objectives
- The three-step sales performance control plan
- Three guidelines for sales performance evaluations
- Handling the underperforming sales team members

Module 5: Running Effective Sales Meetings

- Effective vs. badly run sales meetings
- Planning your sales meeting sequence
- Successful sales meeting checklist
- Team Huddle vs. Team Meeting

Course Duration:

1 Day - 8 hours
09:00 AM – 5:00 PM

Delivery Method:

In-class

Assessment Strategy:

Participation
Group Exercise
60 % Cut of score of total grades which is "100"

Course Language:

Material: English
Instruction and Explanation: Bilingual (EN<> AR)

Prerequisites:

None.

HOTLINE
15200
One number to better serve you!

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