



286-P26-CE



In-Class



12 hours



EGP 4,870

Course Description:

This course focused on the successful sales manager's job to provide clear direction and support to his/her team that will enable them to excel and to reach their full potential. Sales managers often rise to this position from a successful career in sales. But the skills required of a successful sales manager are quite different from the skills of a successful salesperson. This is the reason many top salespeople fail as sales managers.

Target Audience:

Sales managers.

Course Objectives:

- Describe the roles and responsibilities of a sales manager
- 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 from the team member.
- Explain how to use assessment tools, and set performance development objectives for sales team members.
- Recognize the best way to motivate your sales team.
- Explain the importance of running effective sales meetings

Course Outline:

Module 1: A Sales Management Primer

- What is your job?
- What does a sales manager do?
- Sales manager vs. salesman

Module 2: A strategic look at sales management

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

Module 3: Sales forecasting

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

Module 4: 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 5: Sales performance management

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

Module 6: Motivating your sales team

- What motivates us?
- Knowing your team inside out
- Creating a motivating environment for your team
- Motivational tips

Module 7: Running effective sales meetings.

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

Assessment Strategy

Participants will be informally assessed based on their interaction during sessions and their participation.

Course completion will grant participants:

1 CEUs

Course Language:

- Training Material: English
- Facilitation: Bilingual

Prerequisites:

None