


Sales Management Workshop

Overview

Maximizing sales performance is one of the most critical challenges of any organization. An effective salesforce is the engine that drives the growth and profitability of any company, and every successful sales team needs capable management to help it reach its full potential. Driving and sustaining results from the sales team can be a difficult task, especially in a global market that is becoming increasingly competitive.

Bervidson Group's sales management workshop is designed to provide the knowledge, skills, and experience that sales managers need to be effective, with tools and frameworks to better manage their organizations' salesforces.

What Participants Will Gain

In this Sales Management program, you will learn how to:

- design an effective sales force management strategy;
- organize your sales force to get superior results while keeping head count down;
- put the right people in the right job;
- manage sales force turnover to your organisation's advantage;
- maximize your sales training investment through the content, frequency, and length of your sales training opportunities;
- compensate your people to achieve maximum motivation from the money spent;
- use the proper measures to control, evaluate, and motivate your sales force;
- motivate your sales force using involvement, trust, and pride;

- select, develop, and train an effective field sales management organization;
- keep your sales force small while achieving big results;
- adapt your sales force efforts to the special needs of the major sale; and
- develop an effective sales lead management system.

Who Should Attend

This Sales Management program is for high-potential and mid-level managers or executives who:

- Are concerned with the translation of their marketing strategy through a sales force
- Have a direct responsibility for the organization's selling efforts
- Are involved in sales team management
- Have a desire manage their sales force more effectively.

Investment Fee: \$1,995 per individual. (Group rate is available)

Duration: 3 days

For more information:

Please visit www.bervidson.com, call (+234) 8033434776, 8093344776, 8089338444.... or email jebata@bervidson.com for program dates and additional information on any of Bervidson's Sales, Experience & Leadership development programs.





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Outline

The importance of sales people in today's environment

- Understand the peculiar nature of the selling job
- Develop a scheme for analysing sales force issues related to market strategy implementation
- understand how and why sales management has evolved over the years

Superior Salespeople: What Are They Like?

- The act of selling yesterday, today and tomorrow
- The modern sales personality and the characteristics of super salespeople
- Understand how high performers differ from average performers.
- Why hiring the right person is critical to superior sales performance

The Sales Climate: Critical Importance of Effective Sales Management

- Building an effective sales management team and who should be on this team.
- Best practices in sales management training and review of methods leading companies incorporate into their training efforts.
- The characteristics of effective sales management
- The sales manager's role - image & responsibilities
- The importance of knowing when to get out of the salesperson's way to allow each individual to get his or her job done

The Sales System: Its Elements and Its Design

- Review of the three basic sales management questions
- Review of the individual elements of the sales management system

Selecting, Finding and Training Superior Salespeople

- Understand and correctly define the sales job in order to effectively match specific people to the specific needs of the job
- Incorporating business sales training into your sales management efforts
- Dealing with incompatible demands among sales force

Sizing, Organizing and Deploying the Sales Team

- New tools for handling complexity in a large, varied sales team and how to understand the inherent trade-offs in each decision.

Motivating, Compensating and Evaluating Sales People

- Monetary & Non-monetary motivations - Identifying what really counts to your sales force, in addition to money, and to measure the proper result.
- The pros and cons of current sales management strategies on motivation, compensation, and evaluation.

Setting Standards, Performance Measurement and Performance Management

- Why performance measurement is critical
- Methods for measuring performance
- Setting KPIs and Metrics
- Developing balance score cards for the sales force
- Performance reviews and appraisals
- Modelling top performers
- Managing poor performance

Managing the Major Sale

- Sales management's tasks in Complex selling environments.