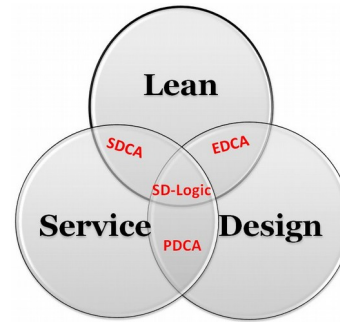
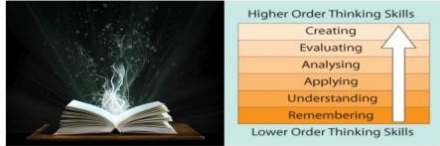




The Training Company



Sales Manager Training

Program Objectives:

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

- Demonstrate traits of an excellent sales manager.
- Plan forecasts and quotas with more accuracy and precision.
- Set up sales coaching and counseling sessions effectively.
- Employ and train the sales team to generate increased sales and profits.
- Show leadership and team building abilities to optimize sales results.
- Schedule effective and productive coaching sessions and individual sales performance reviews.



Who should attend:

Newly appointed, prospective or current sales managers who need to respond to customer, team and company needs and seasonal sales managers who want to refine sales planning, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors through advanced sales manager training.

Course outline

Sales Management and the Marketing Mix

- Common Characteristics of the Sales Force
- The Sales Competency Model
- The Primary Responsibilities and Roles of the Sales Manager
- The Sales Management Functions
- Major Mistakes Sales Managers Make

Planning, Strategy and Organization

- Structuring and Deploying the Sales Force
- Developing Sales Strategies
- Sales Planning Fundamentals
- Sales Forecasting Guiding Principles
- Sales Forecasting Techniques
- Territory Design, Allocation and Management



Sales Process Management

- Understanding the Psychology of the Buyer
- Characteristics of Successful Sales People
- Identifying the components of the Sales Process
- Mastering the Sales Process Milestones

Sales Management Key Competencies

- Recruiting Sales People (Process and Interview)
- Identifying Key Responsibilities
- Pinpointing Critical Tasks
- Training Sales People For Results
- The Field Training Process

Team Leadership and Motivation

- Team Inventory and Assessment
- Identifying Team Roles, Strengths and Weaknesses
- Coaching Sales People for Peak Performance
- Leadership Principles and Skills
- Motivation: Guidelines and Roadmaps
- Incentive Compensation Design

Sales Performance Management

- The Critical Importance of Setting Standards
- Types of Standards
- Sales Force Analytics and Reporting
- Aligning Metrics with Sales Performance
- Sales Evaluation Methods
- Confronting Incompetence

To find out more, contact us at sales-training@atrc.net.pk for a meeting with one of our consultants and for your free needs assessment.

Of if you prefer you can call or email us to discuss your requirements.

Other channels available :



Skype khawar.nehal



WhatsApp +971556398686



Land Line +971-6-744-3295