

ESSENTIAL FOUNDATIONS OF SALES MANAGEMENT

Who should attend?

Essential Foundations of Sales Management is a six-month programme aimed at supporting talented individuals to successfully manage a portfolio of customers and / or to manage and lead a sales team. It teaches sales strategies to increase sales growth and brand awareness in a competitive market.

Ideal for those who have been identified as future Sales Executives and require a foundation of sales management techniques, skills and knowledge to be successful in sales.

What are the benefits of attending?

Each workshop uses 'best practice for getting results' and builds on the delegates knowledge, whilst giving them a set of transferrable management skills utilising proven techniques.

The ten-day programme is delivered over three workshops with a final 'Business Improvement - Profitable Portfolio', presentation at the end.

Workshops are:

- Selling and Me
- Deliverable Results
- Ultimate Sales
- Profitable Portfolio Results Presentation



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What does the programme include?

- Understand the Company Sales Strategy
- Sales Competencies
- Questioning and Qualifying Skills
- Professional Sales Behaviours
- Winning Sales Presentation
- Customer Relationship Management
- Building Value using the 4 C's
- Marketing Campaigns
- Territory Management Planning
- Networking internally and externally
- Features, Advantages, Benefits – with Accessories
- Foundational sales toolkit
- Customer and Competitor Analysis
- KPI's sales targets for results
- Media profile sales and selling
- Referral every time
- Proactive telephone appointing
- Turning customer objections into sales
- Planning and preparation for customer facing visits
- Sales as a profession

Additional modules upon request

- In the field 1-2-1 coaching
- Institute of Sales Management accreditation

Programme measurement of success

- Commercial results
- Return on investment and expectations
- Life Long Business Skills
- 70/20/10 approach for sustainability
- Kirkpatrick Evaluation Levels: Results/Behaviour/Learning/Reaction
- Business improvement project

All programmes can be bespoke and incorporate company policy and procedures.