



Workshop Overview

This two-day workshop is for Sales managers who want to refresh and improve their sales management approach. This course focuses on understanding what 'best practice' sales management is and isn't, which will allow you to identify what elements of sales management behaviour you want to develop and/or improve.



Benefits

The purpose of the training workshop is to lay out best sales management practice, so that you can pick and choose which aspects are the most valid for you and for your business. By the end of the workshop, you will be able to apply highly-practical actions to real management situations.

Outcomes & Content

- ✓ Managing the corporate context for sales
- ✓ Formulating and refining your sales strategy
- ✓ Utilising marketing and customer service
- ✓ Setting up the sales organisation
- ✓ Sales process management
- ✓ Sales performance management
- ✓ Time management to maximise effectiveness
- ✓ Managing meetings: making them work for you
- ✓ The power of self-evaluation



Who should attend ?

This workshop is suitable for senior sales professionals, those new to sales management and people managers responsible for driving target-oriented individuals and teams.

