

Sales Management

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Version: 1

Course Length: 1 day (6+ hours)

Audience: Students interested in learning about sales management

Prerequisites: None

What's in Sales Management:

Managing a sales team effectively is essential to all organizations' success. Create and maintain effective sales teams by identifying sales manager skills and tasks. The open, modular-style manual is design for quick scanning in the classroom, and is filled with interactive exercises that will allow students to explore the complexities of Sales Management.

Objectives:

- Encourage top sales performance by offering appropriate training, setting performance standards, evaluating performance, and conducting effective sales meetings.
- Manage sales territories by choosing the best territory strategy and conducting territory reviews.
- Predict sales revenue by using different forecasting approaches to create sales forecasts.
- Motivate your sales team by creating an effective compensation plan, monitoring motivation levels, and improving substandard sales performance.

Why Sales Management

- Easy to Use: Open design for quick scanning in the classroom.
- Plenty of Support: Accompanying Annotated Instructor's Manual keeps you prepared.
- These courses are designed to be used in an Instructor-led training classroom environment.

Topic-Level Outline

Unit 1 : Effective sales teams

*Topic A: * Managing sales*

A-1: Identifying sales manager skills

A-2: Developing processes conducive to selling

*Topic B: * Selecting sales professionals*

B-1: Identifying successful sales professional qualities

B-2: Conducting an interview

B-3: Determining a candidate's qualifications

*Topic C: * Building relationships*

C-1: Identifying relationship-building processes

*Topic D: * Building trust in sales teams*

D-1: Building trust among team members

D-2: Building trust between the team and its manager

Unit 2 : Effective sales performance

*Topic A: * Training sales professionals*

A-1: Providing information to sales professionals

A-2: Identifying steps for effective field training

*Topic B: * Sales performance*

B-1: Setting performance standards

B-2: Preparing for a performance evaluation

B-3: Conducting a performance evaluation

*Topic C: * Sales meetings*

C-1: Preparing for a sales meeting

C-2: Conducting an effective sales meeting

C-3: Setting and clarifying goals in meetings

Unit 3 : Managing sales territories

*Topic A: * A territory strategy*

A-1: Choosing the best territory strategy

*Topic B: * Conducting territory reviews*

B-1: Identifying considerations for a territory review

Unit 4 : Forecasting sales revenue

*Topic A: * Understanding sales forecasts*

A-1: Identifying sales forecast factors

A-2: Discussing valid sales forecasts

*Topic B: * Developing forecasts*

B-1: Identifying types of forecasting approaches

B-2: Implementing the top-down approach

B-3: Implementing the bottom-up approach

Unit 5 : Motivating sales teams

*Topic A: * Motivating sales professionals*

A-1: Discussing motivation techniques

A-2: Identifying requirements of a plan

A-3: Identifying benefits of a plan

*Topic B: * Measuring motivation levels*

B-1: Monitoring motivation

B-2: Identifying actions to increase motivation

*Topic C: * Improving sales performance*

C-1: Identifying opportunities for improvement

C-2: Addressing substandard sales performance

C-3: Maintaining improved performance