BLACKBIRD FOR TRAINING

Effective Sales Management & Best Practices

Paris (France)

5 - 9 May 2025

Effective Sales Management & Best Practices

Code: CC28 From: 5 - 9 May 2025 City: Paris (France) Fees: 4400 Pound

Introduction

Achieving outstanding sales results in an increasingly competitive world is a difficult task. Only by establishing a modern sales force management system and by training sales management personnel effectively, can today's firm compete. This course provides frontline sales managers with the knowledge, skills, and tools they need to drive bottom-line performance. It focuses on improving organization and forecasting skills, as well as other technical competencies aimed at guiding salespeople toward higher performance.

Course Objectives of Effective Sales Management & Best Practices

- Design and deliver sales strategies, and organize sales territories.
- Use different forecasting models to optimize sales results.
- Appraise and train the sales team to generate increased sales and profits.
- Use their leadership and team-building abilities to improve sales and retain people.
- Carry out productive sales performance reviews and use a wide array of sales performance evaluation models.

Effective Sales Management & Best Practices Course Outlines

Day 1

Sales management and the marketing mix

- Sales management defined.
- Sales management functions.
- The position of personal selling in the marketing mix.
- The sales competency model.
- Major mistakes sales managers make.

Planning, strategy, and organization

- Sales planning fundamentals
  - 'SWOT' analysis.
  - Formulating sales strategies.
  - Sales forecasting techniques.
- Organizing the sales force
  - Structuring and deploying the sales force.
  - Territory design, allocation, and management.
  - The build-up and breakdown territory design models.
  - Key account management: best practices.
  - Account analysis methods.

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Day 2

Sales cycle & process

- Tracking daily activities.
- Keeping accurate records.
- Analyzing closing ratios.
- Prospecting.
- Preparation.
- Approach.
- Presentation.
- Handling objections.
- Closing.
- Follow-up.

Day 3

Sales process management

- Understanding the psychology of the buyer.
- Characteristics of successful salespeople.
- Identifying the components of the sales process.
- Selling 'ASAP'.
- A framework for change in the sales force.
- The customer-driven salesforce.

Sales management capstone competencies

- The recruitment of a sales force.
- Determining the number of salespeople models.
- Training and coaching the sales force
    - Developing and conducting a sales training program.
    - The field training process.

Day 4

Team leadership and motivation

- The team development cycle.
- Identifying team roles, strengths, and weaknesses.
- Coaching salespeople for peak performance.
- The sales coaching process.
- Leadership principles and skills.
- Situational leadership.
- Motivation guidelines and principles.
- The motivation mix.

Day 5

Sales performance management

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- The critical importance of setting standards.
- Types of standards.
- Characteristics of an effective appraisal system.
- Criteria for results-based evaluations.
- Qualitative and quantitative measures of performance.
- Sales evaluation models.

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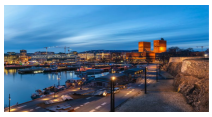
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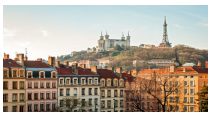
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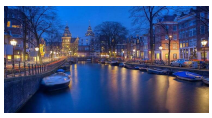
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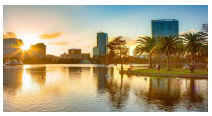
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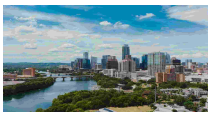
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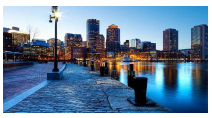
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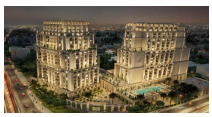
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