



Managing Your Market

All great leaders have three common attributes: “Command of the Plan”; “Command of the People”; and an “Unrestricted Line of Sight”. Having “Command of the Plan” begins with completely understanding your market. There is more to understanding your market than reading an industry research report. The most effective leaders understand, how big the market is; how to segment their market; who the competitors are; and how to target and win their most desirable opportunities.

Target group

Early to mid-career sales managers

Topics

- ⇒ How do you assess your market?
- ⇒ How do you develop competitor profiles?
- ⇒ How do segment and manage territories?
- ⇒ How do you target potential customers?
- ⇒ How do you manage the pipeline?
- ⇒ How do you maintain visibility on your market approach?

Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This module concludes with Commitments to Action (CTA's) which ensure that the learning is applied in the field.

Duration

1 day

Course objectives

After this training course, you will be able to:

- ⇒ Segment and manage territories
- ⇒ Understand your competitor's strengths and weaknesses in your market
- ⇒ Have clear line of sight into your market

Follow up courses

Sales Management Level 1, Sales Management Level 2, Managing the Revenue Plan, Building an Annual Operating Plan