



## SALES MANAGEMENT

All great leaders have three common attributes: “Command of the Plan”; “Command of the People”; and an “Unrestricted Line of Sight”. They must know and understand their markets as well as be able to apply resources to these markets. They must be able to forecast accurately. They must be able to manage people effectively by setting clear expectations and creating an environment of accountability and personal growth.

### Target group

First line sales managers

### Topics

- ⇒ What are the fundamentals of sales management?
- ⇒ How do you assess a market?
- ⇒ How do you segment & target your customer base?
- ⇒ How do you manage a pipeline?
- ⇒ What is your “operating rhythm” for your team?
- ⇒ How do you manage the forecast?
- ⇒ How do you handle “non-performing sellers”?
- ⇒ How do you coach your people?
- ⇒ How do you evaluate your people?
- ⇒ What is succession planning?
- ⇒ How do you put together an Annual Operating Plan?

### Approach

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

### Duration

2.5 days

### Course objectives

After this training course, you will be able to:

- ⇒ Define your market opportunity and deploy resources
- ⇒ Set clear expectations, provide coaching & giving feedback, evaluate and develop your team
- ⇒ Create and execute an Annual Operating Plan along with quarterly reviews

### Follow up courses

Sales Management Level 2