



## Sales Planning

The purpose of the Annual Sales Operating Plan (ASOP) is to bring all of these concepts together in an effort to create accountability through visibility. The most effective managers have an operating rhythm which creates a repeatable and predictable process for their sales team and all those who support it. In this course you will learn and apply proven methodology which will take you through the step by step creation of your own ASOP.

## Target group

Early to mid-career sales managers

## Topics

- ⇒ What are the critical components of an ASOP?
- ⇒ How do you use the ASOP to give *your* manager visibility?
- ⇒ How do you use your market plan in the ASOP?
- ⇒ How do you create and implement a coverage plan?
- ⇒ How do you justify your forecast in the ASOP?
- ⇒ How do you assess and deploy your people in the ASOP?
- ⇒ How do you formally review the ASOP throughout the year?

## Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This program includes 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:

- ⇒ Create your own Annual Operating Plan
- ⇒ Set up a formal review process for the ASOP to include *your* management as well as your team

## Follow up courses

Sales Management Level 1, Sales Management Level 2, Managing The Market, Managing The Revenue Plan