

Course Overview:

Every successful business plans its future direction – it just doesn't happen purely by accident. Similarly, the best salespeople create meaningful plans of activity which are not only fully in tune with the overall objectives of the business but which also reflect a comprehensive understanding of the dynamics of their markets.

Course Objective:

This Five-days course focuses on the components of an effective sales plan, from the initial analysis of a market to the monitoring and revision of an active plan. By the end of the course, participants will be fully au fait with the latest planning methods and will take away a clear structure which they can put to work immediately.

Course Outline:**Why plan**

- The benefits of planning, and what happens when we don't
- Who does the plan affect?

Starting to plan

- The components of an effective sales plan
- Setting meaningful objectives
- The planning process
- Planning tools and models
- Creative thinking, testing ideas
- Determining the type and extent of organisational support required
- Problems to overcome when planning

Market analysis

- Defining the market and prioritising its sectors
- Running a gap analysis report
- Understanding competitive position
- Establishing accurate metrics to determine activity levels

The plan in action

- Measuring progress – how and when to revise plans
- Creating accurate forecasting systems
- Reporting progress to stakeholders, managing up

Who Should Attend:

This course is ideal for all sales professionals who want to use their time more effectively. With the focus on direction and quantity of sales effort this course is ideal for all levels of sales professionals looking to increase their productivity.

Training Language:

EN / AR

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation