

Course Overview:

Well designed and managed sales territories allow firms to maximize sales force capacity, provide a foundation for other sales performance management activities (including incentive compensation and quota design), and have a host of other benefits to sales forces. This course reviews territory management principles, while focusing on the essential analytical frameworks and practices associated with sound territory design.

Course Objective:

At the end of this course the participants will be able to:

- Analyze the process of sales planning and territory management.
- Practice the effective ways of setting goals, developing sales activities, and managing time effectively.
- Use relevant tools for route structuring and territory management.
- Apply the methods of effective territory management and strategic selling.
- Revise sales strategies and provide proper sales training for salesforce.
- Successfully choose, target, and manage a territory, maximizing growth and profit.

Course Outline:

Unit 1: Overall Planning Process:

- Overview of Sales Management
- Activities Involved in Implementing a Sales Program
- Evaluation and Control of Sales Force Performance
- Supervisor Sales Training Program

Unit 2: Management of Self:

- Time Management Techniques for Sales Professionals
- Sales People Time Analysis
- Managing Your Time for Better Sales Results
- Corporate Training for Better Account Management

Unit 3: Territory Management:

- Generating New Accounts
- Computing the Cost per Call and Number of Calls Needed to Close a Sale
- ABC Account Classification and the Portfolio Model
- Designing Sales Territories Using Build-up and Breakdown Method
- Routing Patterns

Unit 4: Sales Force Structure and Organization:

- Generalist and Specialist Sales Forces
- Dividing the Salesforce

Unit 5: Strategic Selling:

- Buying Influences and Red Flags Identification
- Working the Sales Funnel
- How Sales People Think, Feel and Behave
- Establishing Control Systems
- Major Account Sales Strategy
- Discover their Sales Strengths
- Proactive Sales Management

Training Language:

EN

Training Methodology:

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

- Advanced Selling Strategies
- Secrets of Great Sales Management

Who Should Attend:

- Sales Managers
- Sales Supervisors
- Key Account Managers
- Salespeople and other senior sales staff