

Managing the Core Tasks of the Sales Process

Workshop Purpose:

This workshop aims to provide sales managers with the knowledge and tools to develop a systematic approach to manage the core tasks of the sales process:

- Territory management to optimise coverage (given resources)
- Managing the sales cycle
- Performance review & pipeline planning



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Territory Management:**
 - Calculate coverage requirements
 - Segment Market – organise territory into meaningful units
 - Decide on market engagement strategies
 - Identify methods of engagement
- Sales Cycle:**
 - Build and reinforce a shared sales framework to create a common language
 - Apply tools to ensure quality and accuracy of deal information
- Performance review:**
 - Identify main categories for review e.g. Prospecting, Selling Cycles, Results, Forecast
 - Identify specific KPI's per category
 - Performance triangle: Skillset, Mindset, Structures

Who should attend:

Any person involved in managing a sales force.
Also valuable to Key Account Managers.

Duration:

1-day workshop

For a minimum of 8 to a *maximum of 16* participants.

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