

Effective Sales Management

(One Day Workshop)

About the Course

This highly interactive one-day course offers professional personnel in the sales force the chance to hone their selling skills necessary to compete in today's cut-throat competitive work-environment. This essentially participative workshop is designed over a wide range of skill areas using real-life business situations which would help make a mark and earn an extra mile in the business arena.

The principles and concepts of Effective Sales Management are driven home through a number of role play, games and group activities to be best implemented in real life business situations so that the participants can squeeze out maximum benefit from this intensive interactive workshop.

Workshop objectives

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

- ❖ Have a clear understanding of the need for competent Selling skills
- ❖ Gain knowledge of the Sales Process and the skills involved
- ❖ Learn the significance of Sales Management
- ❖ Relate to the problem in daily Selling Process
- ❖ Understand how to implement Selling skills in day to day Business

Workshop Contents

The One day workshop would cover the topics as noted below:

Introduction

- Understanding Selling & Sales Personnel
- Marketing & Selling
- Dress Speak for Men/Women

Sales Process

- The Selling Process
- Sales Skills
- Public speaking skills

- Delivering Interactive Presentations
- Objections & Closing the Sale

Sales Management

- What is Sales Management
- Sales Ethics
- Sales Channels
- Sales Budgeting

Sales Force Management

- Developing Salespeople
- Training Salespeople
- Evaluating the performance of Salespeople