

# Driving Sales Performance

**Duration: 8 Half Days**

## Course Description:

Today's markets are dynamic, characterized by increased competition, evolving customer expectations, pressure on margins, and omnichannel retailing. Sales management has become a challenge and a crucial resource for organizations to develop a competitive advantage. The profile of the sales force has also evolved, and the art of selling is moving from product selling to solution selling. Ensuring a high level of sales performance requires the development of new capabilities besides reassessing the capacities of the current salesforce. This program offers a collaborative learning environment focused on practical ways to improve sales force performance. The participants will be exposed to practice-proven principles, strategies, and tactics of sales management. The program will help them to manage some of the most challenging sales issues about the professional selling process, sales force design, talent development, compensation, and sales force effectiveness.

## Target Audience:

- The program is intended for the following:
- Sales executives from FMCG, consumer durables, industrial, financial services, pharmaceuticals, and IT/knowledge sectors
- Marketing and commercial managers who are responsible for revenues and field level sales operations.
- Retail and category managers
- CEOs of small and medium enterprises

## Objectives:

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

- Understand the concepts, attitudes, techniques, and approaches required for effective decision making in the Sales management
- Develop skills critical for generating, evaluating, and selecting sales strategies
- Appreciate the various sales management practices to make effective decisions

## Course Outlines:

- Introduction to Professional Sales Management
- SPIN Selling
- Sales Force Talent Management
- Salesforce Compensation
- Sales Budgeting, Target Setting and Forecasting
- Sales Force Systems
- Sales Force Automation
- Sales Force Effectiveness
- Customer Relationship Management
- Key Account Management
- Ethical Selling
- Sales Leadership
- Right Message- Right Customer-Right Manner-Right Relationships

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