

Proactive Sales Management

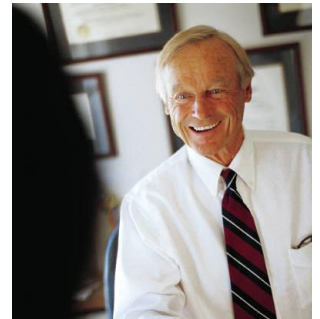
Seminar objectives

The participants

- learn the methods of sales territory segmentation and alignment
- get aware of the connections of sales activity, quality of the sales talk and the sales performance
- learn current methods of controlling the sales activity, the planning of sales and sales success
- learn methods to plan an optimal sales tour and time schedule
- can assist the salesmen to plan an optimal sales route
- convince the sales of the benefit of the tools (Route planning, Scheduling, CRM, Planning of sales visits)
- learn to motivate the sales to make 5 visits/day
- can realize the route planning and time schedule with the salesmen
- support the salesmen to do cold calls

Contents

- Sales territory management
- Sales activity, quality of sales talks, sales performance
- Current methods of planning, controlling and success of sales
- The optimal route and schedule planning
- Realization of appointments and targeted phone calls
- Discussions with the sales
 - to increase the activity and efficiency
 - realize the optimal route and schedule
- Cold Calls, Customer selection, Preparation



Methods

- Lectures
- Group work
- Workshop
- Key Player Training
- Feedback

Organisation

- Target Groups
 - Managers
 - Persons in Leadership function and others
- Period
 - 2 days