

MANAGING A SALES TEAM

OBJECTIVES

This course will help you optimize the effectiveness of your sales force. It is designed from the concrete problems that executives in charge of managing a sales team must face.

This course offers diverse approaches to the participant, enabling them to develop the leadership skills.



TARGET CLIENTELE

Anyone who deals in managing a sales team

PREREQUISITES

None

COURSE SYLLABUS

1. The evolution of management principles and implemented styles

2. Management missions and tools

3. The sales strategy

- The role of the sales team
- The role of the sales director
- Organizing the sales team
- Performance indicators in sales

4. Time management of salespeople

5. Sales effort management

- Communications
 - Feedback during meetings
 - Positive impacts

6. Client management

7. Challenges of commercial management

- Profitability
- Competition

8. Commercial action