

HIGH IMPACT SALES MANAGEMENT

Programme Overview

The sales manager's role is challenging from several perspectives: Accelerating sales performance, handling a diverse sales team, leading and coaching team members.

The dynamic nature of business scenario creates opportunities as well as challenges to sales managers, Sales productivity has gained higher prominence as organisations strive to achieve enhanced performance through tried-and true methods such as clear target setting, transparent metrics, robust sales mechanism and technical support systems.

The focus of this program will be on enhancing parameters for sales managers in the critical areas of people management, process management and sales performance management.

Objective

This programme is designed for sales managers to strengthen their overall effectiveness in performing their roles by providing deeper insights into the sales/marketing functions and leveraging on the human capital in the sales team.

Impact

- ◆ Understand performance driven sales management
- ◆ Insights about leading high performance sales teams
- ◆ Implementing sales performance management system
- ◆ Understanding customer needs and assessing competition
- ◆ Creating value for the customer
- ◆ Developing effective sales strategies
- ◆ Managing the sales pipeline
- ◆ Managing behavior and results
- ◆ Understand how technology enhances sales force effectiveness
- ◆ Developing sales negotiation skills
- ◆ Sales Coaching techniques

Participant Profile

The programme is designed for middle and senior level managers engaged in management of sales function or about to assume such responsibilities at corporate, zonal, regional or branch level, promoters of start-ups and family business. Marketing and commercial managers responsible for revenues and field level sales, retail and category managers, heads of business units, CEOs of small and medium enterprises.

Programme Director

Shahaida P

Dates : 22–26 May 2017

Fee : ₹ 54,000/-
(US \$ 1840) +
Applicable Service Tax