



SALES AND MARKETING

SS4 STRATEGIC SALES MANAGEMENT

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This course takes a practical approach to managing and professionalising your sales organisation. It will provide you with the models, tools and techniques needed to shape policies and approaches to improve your team's sales performance while creating a results-oriented ethos.

SKILLS ATTAINED

- ✓ Organise and structure your sales force
- ✓ Identify the skills and capabilities required for your team
- ✓ Recruit sales staff to fit your market and culture
- ✓ Motivate your team and provide a career path for their development
- ✓ Train and develop your sales team
- ✓ Manage the performance of your sales force

COURSE INFORMATION

 5 Training Days

 London: £3600 + VAT



Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

 11-15 Feb 19 (London)
19-23 Aug 19 (London)

 Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

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COURSE PROFILE

Structuring the Sales Force

- ✓ Traditional and contemporary approaches to selling
- ✓ Making choices between direct and indirect sales
- ✓ Understanding the differences between B2B and B2C sales
- ✓ Classifying sales roles
- ✓ Organising the sales force

Sourcing and Onboarding New Hires

- ✓ Sales competencies: skill, knowledge, activity
- ✓ Sales roles: capabilities
- ✓ Assessment centres
- ✓ Resumes and interviewing techniques
- ✓ Onboarding new hires

Motivating, Compensating and Incentivising

- ✓ Motivation principles
- ✓ Career paths and career progression
- ✓ Structuring sales compensation programmes
- ✓ Incentives, contests and clubs

Training, Coaching and Mentoring

- ✓ Modern sales methodologies
- ✓ CRM and sales processes
- ✓ Sales force development: the 70:20:10 model
- ✓ Coaching the sales force
- ✓ Mentoring high potential sales people

Sales Performance Management

- ✓ Setting sales targets: volume, value, and share
- ✓ Sales forecasting and pipeline management
- ✓ Account management: portfolio planning and wallet share
- ✓ Lead nurturing and prospect qualification

WHO SHOULD ATTEND

This practical programme is aimed at sales leaders who need to understand better how they can contribute towards the planning and execution of their organisation's sales strategy.

COURSE BOOKING

 +44 (0) 207 724 6007

 training@lmcuk.com

 www.lmcuk.com

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"LMC is always great, many thanks to all of you!"

Khalid Al-Kanderi
KOC, Kuwait