

Sales Management

Course Length: 1 Day

Prerequisites: None

Description: This course teaches students the fundamentals of sales team management. Students will learn how to be successful sales managers, select sales professionals, build unity and trust in a sales team, interview successfully, train sales professionals, set performance standards, and conduct performance evaluations. Course activities also cover choosing a territory strategy, conducting territory reviews, developing and using sales forecasts, conducting sales meetings, and setting goals in meetings. Students will also learn how to motivate sales team members, implement compensation practices to keep top performers, identify and improve substandard performance.

Performance-Based Objectives: In this course, students will:

- ◆ Encourage top sales performance by offering appropriate training, setting performance standards, evaluating performance, and conducting effective sales meetings.
- ◆ Manage sales territories by choosing the best territory strategy and conducting territory reviews.
- ◆ Predict sales revenue by using different forecasting approaches to create sales forecasts.
- ◆ Motivate your sales team by creating an effective compensation plan, monitoring motivation levels, and improving substandard sales performance.

Course Content

Unit 1: Effective Sales Teams

In this unit, students will identify the **skills** and **daily tasks** of a sales manager. They identify the guidelines for ensuring a successful **culture** and **effective processes**. They identify the **qualities** of a successful sales professional. They will understand how to prepare for and conduct an interview. They discuss **relationship-building processes** and **trust-building processes**.

Topic A: Managing sales

Topic B: Selecting sales professionals

Topic C: Building relationships

Topic D: Building trust in sales teams

If you have any questions about this course, please call CompuTrain at (713) 349-9186.

Unit 2: Effective Sales Performance

Students identify the information that needs to be passed on to the sales professionals. They discuss two types of **field training**, training with a mentor and training with a sales manager. Next, students will set **performance standards**. They prepare for and conduct a **performance evaluation**. They also prepare for a **sales meeting** and conduct an effective sales meeting. They also discuss the importance of setting and clarifying **goals** in sales meetings.

Topic A: Training sales professionals

Topic B: Sales performance

Topic C: Sales meetings

Unit 3: Managing Sales Territories

Students discuss managing **sales territories**. They identify the steps for choosing the best **territory strategy**. They learn about the factors to consider when doing **territory reviews**.

Topic A: A territory strategy

Topic B: Conducting territory reviews

Unit 4: Forecasting Sales Revenue

Students learn how to forecast sales revenue. They identify the factors to consider when making **sales forecasts** and the uses of sales forecasts. They learn about the various types of sales forecasts. Students also examine the **top-down** and **bottom-up approaches** to forecasting.

Topic A: Understanding sales forecasts

Topic B: Developing forecasts

Unit 5: Motivating Sales Teams

Students learn how to **motivate** sales teams. They identify the benefits and functionality of an effective **sales compensation plan**. They learn how to monitor **motivation levels** and what to do to increase motivation in their teams. They identify opportunities for improving **substandard sales performance**. They discuss how to address **low sales performance** and how to maintain improved performance.

Topic A: Motivating sales professionals

Topic B: Measuring motivation levels

Topic C: Improving sales performance