

SALES MANAGEMENT

DRIVING SALES FORCE PERFORMANCE

Daily schedule:

Day 1 – Ian Rheeder

08h00 - 08h30	Tea / Coffee
08h30 - 10h15 Session 1	The World-Class Sales Organisation: Overview of strategy and planning (introduce the sales plan and sales management, structure, what do top sales organisations focus on) Case studies: demonstrate how a company only focussing on financial metrics is skating on thin ice (2 x case studies)
10h15 - 10h45	Tea / Coffee
10h45 - 12h30 Session 2	Personality profiling for profit (different styles sell and manage differently) EQ and Values
12h30 - 13h30	Lunch
13h30 - 15h00 Session 3	Neuroscience of persuasion (neuroscience reveals how our brains work during the sales and leadership process) Motivational Theories: Applying Motivational Theories to Achieve Sales Quotas: Volume, Profit & Activities Evaluating Quotas
15h00 - 15h30	Tea / Coffee
15h30 - 17h00 Session 4	Leadership & Management (motivating the sales force to achieve targets/quotas, change management, the latest neuroscience) Silo-mentality and silo-busting

Day 2 – Ian Rheeder

08h00 - 08h30	Tea / Coffee
08h30 - 10h15 Session 5	Recruiting tips (talent management) Sales training & development (talent management)
10h15 - 10h45	Tea / Coffee
10h45 - 12h30 Session 6	Territory planning (size/structure and deployment)
12h30 - 13h30	Lunch
13h30 - 15h00 Session 7	Forecasting techniques (seasonal indexing, naive etc.) Budgeting techniques (Forecast, budget/plan, estimation, GP%)
15h00 - 15h30	Tea / Coffee
15h30 - 17h00 Session 8	Remuneration & incentive schemes Evaluating/Controlling the sales force (managing performance)

Day 3 – Ian Rheeder

08h00 - 08h30	Tea / Coffee
08h30 - 10h15 Session 9	Sales meetings: agendas and conducting ROSI: Calculating the Return On Sales Investment ROMI: Calculating the Return On Marketing Investment
10h15 - 10h45	Tea / Coffee
10h45 - 12h30 Session 10	Presentation Skills (Harvard's 4-stages to pitch for new business)
12h30 - 13h30	Lunch
13h30 - 15h00 Session 11	High-trust selling technique (CUSP Technique) introduction to basics of selling, objection handling
15h00 - 15h30	Tea / Coffee
15h30 - 17h00 Session 12	Key Account Management (KAM) introduction to KAM strategy Negotiation Skills introduction