

## Introduction

Achieving exceptional sales results in a highly competitive market is increasingly challenging. To succeed, companies must implement a modern strategic sales force management system and ensure their sales management personnel are properly trained.

This certified sales manager course provides frontline managers with the essential knowledge, skills, and tools required to drive performance and enhance their team's bottom-line results. The course focuses on improving organizational and forecasting skills, as well as other technical competencies, to guide sales teams toward higher performance.

## Defining Sales Force Management

A clear understanding of sales force management is key to optimizing the performance of your sales team. Effective sales force management includes:

- Mastering strategic sales force management techniques
- Utilizing sales management tools effectively
- Ensuring the sales process is customer-focused

This strategic sales force management course aims to deepen participants' knowledge and practical application of these essential areas in sales management.

## Targeted Groups

This course is ideal for:

- Sales managers and directors looking to boost team performance, productivity, and profitability.
- Managers aiming to enhance the value they provide to their sales representatives and organizations.
- Sales professionals new to or aspiring to managerial roles.

## Course Objectives

By the end of this course, participants will be able to:

- Identify the key behaviors and skills that define successful sales professionals.
- Understand and apply various selling models.
- Conduct effective prospecting and execute powerful sales calls.
- Use a customer-centered approach to provide value during sales processes.
- Choose and apply the right closing techniques to secure sales.
- Manage long-term customer relationships successfully.

- Develop an actionable plan to implement newly acquired skills.

#### Targeted Competencies

Upon completing the course, participants will be proficient in:

- Managing and leading a sales team effectively.
- Planning and executing comprehensive sales strategies.
- Managing sales territories and key accounts.
- Coaching and evaluating sales team performance.
- Developing leadership skills and building effective teams.
- Implementing sales forecasting techniques.

#### Course Content

##### Unit 1: Selling Skills Assessment

- Understanding the sales competency model
- Identifying behaviors, characteristics, and skills of a successful salesperson

##### Unit 2: Types of Selling

- Strategic selling and buyer influence
- Planning your calendar to meet sales goals and build a sales pipeline
- Retail (face-to-face) selling strategies
- Relationship (consultative) selling techniques
- The SPIN sales model: Situation, Problem, Implication, Need-payoff
- Recognizing the characteristics of different selling models and types

##### Unit 3: Sales Closing

- The professional attitude required for successful sales
- Handling customer objections effectively
- Various closing techniques
- The feel-felt-found approach to closing
- Strategies for overcoming common objections in new business

##### Unit 4: Relationship Management (Partnering with Customers)

- Using CRM technologies or methods to manage customer information

- Strategies for maintaining ongoing communication with customers
- Understanding the customer marketing pyramid
- Relationship marketing principles
- Consultative selling approaches
- The Life Time Value of a Customer (LTV)
- Conflict resolution and handling issues with clients

#### Unit 5: Sales Win-Win Negotiations

- The stages of a successful sales negotiation
- Applying the Harvard negotiation model in sales discussions
- Mastering the art of bargaining and handling concessions

#### Unit 6: NLP and Emotional Intelligence in Selling

- Understanding Neuro-Linguistic Programming (NLP)
- Applying NLP principles to marketing and sales
- The impact of hypnotic marketing and vocabulary on sales effectiveness
- Techniques for "mind reading" and understanding customer needs