



Sales Management

A step-by-step guide to leading sales.

PROGRAMME FRAMEWORK

Who should attend?

This program is designed for those that wish to fulfill a Sales Management position and those currently leading a sales team wishing to understand the fundamentals of mentoring a team effectively.

Details

Duration:

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Sales & Marketing Management, Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



Introduction

The two important goals that Sales Managers must accomplish are to motivate the sales team and fulfil the company's objectives. It is also no secret either, that to achieve in a hyper-competitive product & price parity world, the only differentiating factor has fast become the sales team's professionalism. This two-day programme logically and systematically introduces the cornerstones of Professional Sales Management, and is based on the most recent thinking behind the largest sales surveys ever undertaken.

Programme Topics will be covered:

- Overview of strategy & planning
- Forecasting & budgeting techniques
- Recruiting tips
- Personality profiling for profit
- High-trust selling technique
- Introduction to Key Account Management
- Sales meetings
- Great presentations
- Motivating the sales force
- Sales training & development
- Territory planning
- Remuneration & incentive schemes
- Evaluating/Controlling the sales force



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