

Dragon Sales Management

WORKSHOP DESCRIPTION

With the advent of globalization and the new economy, the world's market is becoming a single market and the competition is ever increasing. The High Performance Sales Force Management program is developed specifically for sales leaders and management teams. This is a comprehensive program that provides insights into the challenges of day-to-day sales management and operations focusing on People and Operations/ Process to achieve high performance and productivity. In addition, it takes a closer look at the market trends, customer insights and knowledge that are invaluable to the success of a sales team. It focuses on the who, the what, the when, the where, the why and the how of sales force management. The program also provides key strategies and implementation action plans to achieve desired results.

WORKSHOP LEARNING OBJECTIVES

- To execute an effective Sales Force Management operations through an improved understanding of key elements required for high performance;
- To understand the fundamentals of a high energy Sales Force Management environment;
- To develop competency in a Sales Manager/ Leader with the knowledge and skills to manage and maximize internal resources;
- To gain knowledge on current world-class benchmark practices;
- To develop a deep understanding of high performance metrics and how to achieve desired results;
- To learn how to provide morale and performance boosters for the sales teams.

WHO SHOULD ATTEND?

- Head of Sales
- Head of Marketing
- Head of Business Development
- Head of Operations
- Head of Retail Management

DRAGON SALES MANAGEMENT WORKSHOP

WORKSHOP OUTLINE

Module 1: Sales Force Management in the Experience Economy

- The Current Market Trends and Economic Evolution Impact on the Sales Environment
- The Sales Workforce in the New Economies: Knowledge and the Experience Economy
- The 5 Characteristics of a High Performing Sales Force Management Team

Module 2: Understanding Customer Focused Selling

- The Buyer Investment – Information, Time and Trust : Sales Professionals Investment – Present/ Future Needs
- Identifying and Selecting Key Customers Meriting Sales Management Relationship
- Working with Key Customers to Develop Win-Win Situations for Mutual Benefits and Profitability

Module 3: Profiling & Recruiting High Performing Sales Professionals

- The Importance and Key Elements in Recruiting the Right Sales Professionals for your Sales Team
- Identifying your Sales Team Staffing Philosophy and Procedures
- Identifying the Sales Workforce Competencies and Developing Behavioral Interviewing Skills

Module 4: Mentor, Coach, Train & Develop (MCTD) Sales Professionals

- The Impact of MCTD and How it Works to Achieve Results in a Pressuring Sales Environment
- The MCTD 4 Approaches to Manage the 4 Types of Sales Professionals
- The Best in Class Practice of Continuous and Consistent MCTD

Module 5: Leveraging on Sales Numbers to Your Competitive Advantage

- Setting Long Term Sales Objectives, Establish Quarterly Goals and Focusing on Immediate Monthly Targets
- Developing and Designing Key Performance Indicators (KPIs) to Achieve Sales Targets
- Developing and Designing an Effective Sales Performance Management that is Result Driven

Module 6: Critical Sales Leadership to Motivate the Sales Workforce

- Formulating a Long Term Strategic Plan Supported by a Clear Mission and Vision
- Communication: The Power of Continuous and Consistent Motivation: 5 Key Sales Communication Strategies
- Developing & Managing the Key Components of a Successful Sales Action Plan and Implementation Program