

ORGANIZE AND MANAGE YOUR SALES FORCE

Creating a clear strategy – Supervise smartly

Objectives

- Organizing efficiently your business actions
- Developing your sales ability, with an impact on human motivation
- Subtly set up tools to measure business productivity

Concerned people

- Sales managers
- CEOs
- To a greater extent, every person dealing with business activities

Knowledge required

Management ability

Duration

3 days

Pedagogy & Practice

- Lecture
- Experience sharing with participants
- Practical exercises:
 - Experienced situations study (from the participants or suggested)
 - Game: Multiple-Choice Questionnaire
 - Filmed and analysed role-plays
 - Practical tools use
 - Self-evaluation form

Know-How acquired

ORGANISING YOUR SALES FORCE

- 👉 **Business director, the function specificities**
Activities to cover – Know-how, knowledge and required qualities-Ways and imaginable keys – Collaboration with other business units
- 👉 **Supervise marketing**
Be in sync with strategic marketing
Manage mix marketing for your salesmen
Manage operational marketing
- 👉 **Organizing business activities**
3 main ways to manage – Seizing sales force
- 👉 **Set objectives to your salesmen**
Design sales objectives – Necessary precautions to set objectives – Set up a business action plan
- 👉 **Recruit your salesmen**
How to look for valuable candidates? – How to properly deal with the selection steps? – Coach the new salesmen

CONTROL YOUR SALES FORCE

- 👉 **How make your teams trust you – Develop your leadership**
Emphasizing personal contact – Providing good tools
How to motivate? – The different leadership styles
- 👉 **Business change management**
Understand which mechanisms slows down changes
Change management techniques
- 👉 **Control your sales force**
How to make the control principle accepted – Establish a measure system
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Smart control, self control – When should you control?
- 👉 **The sales force's Information System**
The salesman's Information System – Computerize your sales force
- 👉 **Set up a personal action plan**
Self-analysis and participants' diagnosis, Improvement objectives

