

Overview

Essential Foundations of Sales Management is a twelve month programme, recognised by the Institute of Sales Management and aimed at supporting talented individuals to successfully manage a portfolio of customers.

It instils sales strategies to increase sales growth and brand awareness in a competitive market. Also for those who have had limited essential sales training who require a sales toolkit to grow their portfolio.

Ideal for those who have been identified as future Sales Executives and require a foundation of sales management techniques, skills and knowledge to be successful in sales.



Workshops include

- Induction
- Selling and Me
- Deliverable Results
- Ultimate Sales
- Profitable Portfolio Results Presentation



Benefits of attending

Each workshop uses 'best practice for getting sales results' and builds on the delegates knowledge, whilst giving them a set of transferrable management skills utilising proven techniques.

The eleven-day programme is delivered over three workshops launched by a one day induction, with a final one day 'Business Improvement - Profitable Portfolio' presentation at the end. The programme offers Academic Certification in the form of Executive ISM status (EISM).

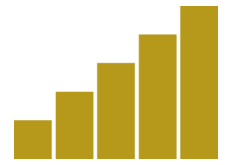
All Reed Consultants programmes are delivered in a highly engaging and inspirational manner. They are definitely not 'death by PowerPoint' experiences.

Programme Contents Include

- Understand the Company Sales Strategy
- Sales Competencies Checklist
- Questioning and Qualifying Skills
- Professional Sales Behaviours
- Winning Sales Presentation
- Customer Relationship Management
- Building Value using the 4 C's
- Marketing Campaigns
- Territory Management Planning
- Networking internally and externally
- Features, Advantages, Benefits – with Accessories

“ We take the talent that exists in all people and encourage it to grow. ”





Programme Contents Include

- Customer and Competitor Analysis
- KPI's sales targets for results
- Media profile sales and selling
- Referral every time
- Proactive telephone appointments
- Turning customer objections into sales
- Planning and preparation for customer facing visits
- Live prospecting
- Increasing margin by positioning Add-ons
- Negotiation skills to maximise margins
- S.W.O.T with a So Wot
- SMARTer not Harder
- Project Management Principles
- Style of Relating to Others
- If I Only Had Time
- Peer to Peer feedback I'd buy from you
- Selling Organisation Approach
- Customer Event with panache
- Stress in Sales - How to find the right balance

Academic Certification

- Based on your final 'Business Improvement' Presentation Executive ISM status (EISM) will be awarded including one years membership



Talent Development

- As part of the programme, delegates receive a dedicated Talent Development Coach and mentor who undertakes reviews, feedback reports, telephone calls and co-ordinating a 360 sales curriculum review

Programme measurement of success

- Commercial results
- Life Long Business Skills
- 70/20/10 approach for development sustainability
- Kirkpatrick Evaluation Levels: Results/Behaviour/Learning/Reaction
- Business improvement project
- SMART development action plan

Additional modules upon request

- In the field 1-2-1 coaching
- Sales Team Management
- e-Learning
- All programmes can be bespoke and incorporate company policy and procedures

Course Title	Essential Foundations of Sales Management
Accredited by	Institute of Sales Management
Qualification	Executive membership of ISM (EISM)
Course length	11 days
Target audience	Future Sales Executives
Contact	www.reed-consultants.co.uk 07834 572818 contact@reed-consultants.co.uk
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“ ...this programme ensures Sales Professionals are recognised in their own right.”

