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# Course: Strategic Sales Planning and Territory Management 

| Code | City |  | hotel | Start | End | price |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 481 | Marrakesh <br> (Morocco) | Hotel Meeting Room | $2024-08-25$ | $2024-08-29$ | $3450 €$ | Hours |
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## Objectives

## By the end of the conference, participants will be able to:

- Analyze the process of sales planning and territory management.
- Practice the effective ways of setting goals, developing sales activities and managing time effectively.
- Use relevant tools for route structuring and territory management.
- Apply the methods of effective territory management and strategic selling.
- Revise sales strategies and provide proper sales training for sales force.
- Successfully choose, target and manage a territory, maximizing growth and profit.


## This Program is designed for

All sales managers, supervisors, key account sales people and other senior sales staff. This program is worth 25 NASBA CPEs.

## Outline

## Overall Planning Process

Overview of Sales Management

| - | Sales Force Structure and Organization |
| :---: | :---: |
| Activities Involved in Implementing a Sales Program | - |
| - | Generalist and Specialist Sales Forces |
| Evaluation and Control of Sales Force Performance | - |
| - | Dividing the Sales Force |
| Supervisor Sales Training Program |  |
|  | Strategic Selling |
| Management of Self | - |
| - | Buying Influences and Red Flags Identification |
| Time Management Techniques for Sales Professionals | - |
| - | Working the Sales Funnel |
| Sales People Time Analysis | - |
| - | How Sales People Think, Feel and Behave |
| Managing Your Time for Better Sales Results | . |
| - | Establishing Control Systems |
| Corporate Training for Better Account Management | - |
|  | Major Account Sales Strategy |
| Territory Management | . |
| - ${ }^{\text {c }}$ | Discover their Sales Strengths |
| Generating New Accounts |  |
| - | Proactive Sales Management |
| Computing the Cost per Call and Number of Calls Needed to Close a Sale • |  |
| - | Advanced Selling Strategies |
| ABC Account Classification and the Portfolio Model | - |
| - | Secrets of Great Sales Management |
| Designing Sales Territories Using Build-up and Breakdown Method |  |
| Routing Patterns |  |

## The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- Theoretical Lectures:
- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- Scientific Assessment:
- We evaluate trainees skills before and after the course to ensure their progress.
- Brainstorming and Interaction:
- We encourage active participation through brainstorming sessions and applying concepts through role play.
- Practical Cases:
- We provide practical cases that align with the scientific content and the participants specific needs.
- Examinations:
- Tests are conducted at the end of the program to assess knowledge retention.


## - Educational Materials:

- We provide both printed and digital scientific and practical materials to participants.


## - Attendance and Final Result Reports:

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.


## - Professionals and Experts:

- The programs scientific content is prepared by the best professors and trainers in various fields.


## - Professional Completion Certificate:

Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

## - Program Timings:

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.

