



**SCANDINAVIAN ACADEMY**  
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# Course: Strategic Sales Planning and Territory Management

Code	City	Hotel	Start	End	Price	Language - Hours
481	Geneva (Switzerland)	Hotel Meeting Room	2025-09-08	2025-09-12	5450 €	En - 25

## 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
- Activities Involved in Implementing a Sales Program
- Evaluation and Control of Sales Force Performance
- Supervisor Sales Training Program

## **Management of Self**

- Time Management Techniques for Sales Professionals
- Sales People Time Analysis
- Managing Your Time for Better Sales Results
- Corporate Training for Better Account Management

## **Territory Management**

- Generating New Accounts
- Computing the Cost per Call and Number of Calls Needed to Close a Sale
- ABC Account Classification and the Portfolio Model
- Designing Sales Territories Using Build-up and Breakdown Method
- Routing Patterns

## **Sales Force Structure and Organization**

- Generalist and Specialist Sales Forces
- Dividing the Sales Force

## **Strategic Selling**

- Buying Influences and Red Flags Identification
- Working the Sales Funnel
- How Sales People Think, Feel and Behave
- Establishing Control Systems
- Major Account Sales Strategy
- Discover their Sales Strengths
- Proactive Sales Management
- Advanced Selling Strategies
- Secrets of Great Sales Management



**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 coffee break sessions during lectures.