



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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# Course: Strategic Sales Planning and Territory Management

Code	City	hotel	Start	End	price	Hours
481	Hamburg (Germany)	Hotel Meeting Room	2024-04-15	2024-04-19	5450 €	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 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.