



**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	Rome (Italy)	Hotel Meeting Room	2024-12-09	2024-12-13	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.