

# Sales Management

In many organisations, employing field based sales people is essential for the continuing success and growth of the business. A sales team is expensive and needs to be cost effective, but the benefits are considerable.

This course covers the essential areas of recruiting, training, motivating and communicating effectively with a team of field sales people in order to ensure that they are reaching and surpassing the goals that have been set for them.

## course details

### Course Duration

One Day

### Course Cost

£950

### Maximum Delegates

This course is designed for up to 10 delegates

### Training Location

Training can be run at any venue

### Participant Profile

This course is aimed at:

- Sales Managers who have field based sales people reporting to them
- Directors or Managers of SME's who employ field sales people or have little or no previous sales experience

### Key Topics

Participants will cover:

- Making a sales team succeed
- Recruiting and selecting the right sales people
- Territory planning and remuneration
- Motivating a sales team
- Managing performance and coaching skills
- Handling a sales budget

### Course Benefits

On completion of this course, participants will understand:

- How to recruit, train, motivate and develop field sales people
- How to ensure that a sales team remains cost-effective
- How to develop techniques for communicating effectively with field sales staff
- How to manage performance to get the best results

## client testimonial



The day was very full and consisted of interesting course content and an excellent trainer. I enjoyed myself and learned a lot.

Gwen Fryer, **Tailored Solutions Recruitment**

## You may also be interested in...

### Professional Selling Skills

Designed to give participants the sales techniques and tools that are used by some of the world's most successful sales people.

### Key Account Management

Offers participants the knowledge of what Key Account Management entails and the type of commitment organisations need to undergo if they wish to implement it.