

# Sales Management

This programme is designed to give participants the necessary managerial skills to manage internal and external corporate relationships. Areas covered are:

- Internal & External Liaison
- Internal & External Networking
- Establishing Positive & Productive Relationships
- Conflict Management
- Practicing Effective Interpersonal Skills





# About the course

SETQAA Accreditation  
Services SETA - Decision Number 2072  
NQF Level: 4  
Credits: 8

## Target Audience

The target audience would typically consist of sales managers and Practitioners, senior and middle managers, supervisors working with sales teams or any person interested in understanding sales management.

## Training Methodology

The methodology is based on interactive learning ie: learners will learn by doing. Furthermore, learners will use examples from their own organisations, thus ensuring that the learning is anchored at their workplace. As with all Quintica training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

## Course Outline

This 3 day course will cover the following modules:

### Module 1: The sales process revised:

- Revisiting the sales cycle
- Understanding the basic sales process
- The core tasks of sales management
- The sales managers check list

### Module 2: Sales analysis and forecasting:

- Measuring sales team performance
- Sales volume analysis
- Product analysis
- Product / Profit and Market / Product analysis
- Sales targets
- Calculating sales people required

### Module 3: Sales Planning:

- SWOT Analysis
- Designing strategic sales objectives
- Translating strategy into action

### Module 4: Managing sales performance:

- Determining job competence
- Designing Key Result Areas
- Measuring task through minimum standards of performance
- Calculating staff turnover and the cost of unfilled vacancies
- Selecting and appointing the ideal sales person

### Module 5: Hiring the best:

- Calculating staff turnover and the cost of unfilled vacancies
- Understanding why people leave
- Selecting and appointing the ideal sales person

### Module 6: Organising the sales force:

- Understanding span of control
- Doing a break even analysis
- Sales territory management
- Creating value chains within the sales department

### Module 7: Coaching for results:

- Coaching objectives
- Designing an induction plan
- The coaching contract

### Module 8: Motivating the sales team:

- Understanding motivation and motivational problems
- Motivational theories

### Module 9: Leading the sales team:

- Creating team direction
- Holding effective sales meetings
- Effective time management
- Basic sales leadership skills

## Bookings and Enquiries

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