



the Management Development Institute

business and management education since 1981

A: Chatswood, NSW, 2067
T: 1300 88 48 88
F: 1300 88 60 88
E: training.manager@tmdi.com.au
W: www.tmdi.com.au

Professional Sales Management

Code: CT93-101

Duration: 1 day

Series: Sales Management

Effective sales teams

Managing sales
Selecting sales professionals
Building relationships
Building trust in sales teams

Effective sales performance

Training sales professionals
Sales performance; Sales meetings

Managing sales territories

A territory strategy
Conducting territory reviews

Forecasting sales revenue

Understanding sales forecasts
Developing forecasts

Motivating sales teams

Motivating sales professionals
Measuring motivation levels
Improving sales performance

By completing this course, participants will learn how to:

- ✚ Create and maintain effective sales teams by identifying sales manager skills and tasks, selecting sales professionals, and identifying relationship-building and trust-building processes.
- ✚ Encourage top sales performance by offering appropriate training, setting performance standards, evaluating performance, and conducting effective sales meetings.
- ✚ Manage sales territories by choosing the best territory strategy and conducting territory reviews.
- ✚ Predict sales revenue by using different forecasting approaches to create sales forecasts.
- ✚ Motivate your sales team by creating an effective compensation plan, monitoring motivation levels, and improving substandard sales performance.

Prerequisites: None