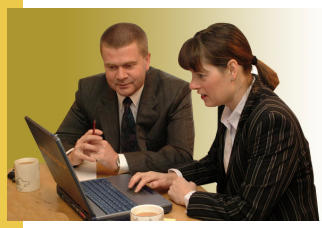
Accredited Certification International Limited

Course Code: PM5

1 Day

9:30am-5:00pm

Modern Sales Management



A sales manager is expected to assume the responsibility and apply their skills to achieve their organizations' goals for the current planning period ,and at the same time to develop the people reporting to them. This course develops these important attributes in sales managers consistent with modern business management concepts, at the same time alternate channel management, field marketing and understand how to develop long term customer relationships.

Objectives

•to apply skills to achieve organizations' goals for the current planning period

Target Audience

•Top management person who are driving the Modern Sales Management
•Quality personnel, Sales manager, educators and consultants who are entrusted to Implement or develop the Modern Sales Managing

Details

•Understand and identify the critical difference between selling and managing
•Effectively recruit and interview performers so you can maintain peak efficiency
•Learn the best ways to train, coach and motivate
•Improve your management of salespeople, agents and distributors

Methodology

•Presentation and experience sharing

Venue

•ACI training centre