

American Management Association's Advanced Sales Management

Learning Objectives

- Understand the Flow and Reasoning Behind the Contents of This Program
- Recognize That All Sales Managers Face Similar Challenges
- Begin to Establish a Support Network of Participants in the Sales Management Role from Diverse Industries and Environments

What's Your Strategy?

- Understand How the Role of Sales Management Has Evolved in Recent Years and How This Places Different Expectations on Those in the Job
- Explain Why Situational Analysis Is the Critical Foundation for the Majority of Sales Management Activities
- Compare Business Realities with the Customer Value-Set to Develop Preliminary Critical Objectives

Planning for Today and Tomorrow

- Prepare and Set Objectives for an Evolving Business Environment Through the Application of Trend-Analysis Tools
- Learn to Identify Required Resources to Achieve Your Objectives, and Assure Alignment with the Organization

Crafting the Professional Sales Force

- Understand How to Prepare and Set Standards of Performance for Team Members
- Recognize Effective Methods for Applying the Performance Standards to New Hires as Well as Existing Sales Personnel

Finding the Talent

- Identify the “Best Practices” for Hiring Productive Sales Professionals
- Recognize How to Protect Your Firm and Yourself from Future Legal and Ethical Challenges

Strengthening the Sales Team

- Understand the Importance of Linking the Sales Force to the Rest of the Organization Through the Use of Technology
- Develop Individualized Training Programs That Improve the Performance of Your Entire Sales Team

Compensation Programs That Drive Superior Performance

- Understand How to Design or Recommend a Total Compensation Plan That Drives the Sales Behavior That Will Lead to Goal Attainment
- Adjust and Modify the Plan to Make It Applicable to a Continuously Changing Business Environment

Measuring and Managing Performance

- Understand How to Evaluate Changes in Sales Territories and Determine Their Effect on Sales Performance
- Understand How to Use Basic Evaluation Tools for Forecasting Needs and Results

Coaching and Counseling

- Understand How to Coach Individual Sales Team Members to Achieve Higher Performance
- Recognize When There Is a Problem and How to Counsel (or Not Counsel) the Individual

Looking Toward the Future

- Understand How to Plan for the Future By Knowing What Each of Your Team Members Plan for Their Future
- Develop a Plan for Turnover and Succession
- Understand What Makes You a Leader and How You Can Leverage This for the Future