

Moving to the Role of Sales Director

INTRODUCTION

This programme will equip you with the skills you need to operate at the highest level of your business and to manage not only your sales team, but to increase the efficiency of your whole sales operation.

OVERVIEW

Your role as a Sales Director is a leadership role. It's now your job to lead the sales force. Your organisation is going to make demands of you that will be impossible to meet. They're going to require more reporting, more meetings and more paperwork than you have ever imagined.

This programme will equip you with the skills you need to operate at the highest level of your business and to manage not only your sales team, but to increase the efficiency of your whole sales operation.

We will review how to deploy key account management strategies, how to improve sales forecasting, how to develop an overall sales strategy and how to build relationships between sales and the various departments within your business, and why that is important.

By the end of the programme, you will increase your ability and confidence in leading a sales department and have a better understanding of how to increase not only your overall sales profitability, but also how to bring about a key change in your organisation to improve its business performance.

IS IT RIGHT FOR ME?

This course is designed for Sales Managers who are moving into a Sales Director role, as well as Sales Managers who wish to be more strategic in their role.

WHAT WILL I LEARN?

By the end of this course you will be able to:

- Understand the role a Sales Director plays in a business and the impact they can have
- Gain hands-on knowledge of sales forecasting and sales force management
- Increase your ability and confidence in influencing, managing and motivating teams
- Gain practical tools for managing a customer portfolio and creating customer value
- Develop an understanding of major issues in international and global account management

WHAT WILL IT COVER?

The Role of a Sales Director

- Roles and responsibilities
- Reporting and the power of forecasting
- Market planning and strategy

Organisational Design for Sales Teams

- Understanding structural issues and account management design
- The value chain of the sales department
- Understanding the dynamics of sales growth and market penetration

Sales Motivation and Management

- Designing sales incentives
- Motivating through measurement
- The art of target setting

Developing Sales Managers

- The director coach and mentor
- The importance of emotional intelligence in leading others
- Building a fun place to work