

## MANAGEMENT DEVELOPMENT PROGRAMMES

### SALES

Course Title	: <b>LEADING THE EFFECTIVE SALES FORCE</b>
Course Code	: Sales: LESF
Course Overview	: The sales force is a major growth engine for an organisation, as well as a critical source of market feedback. Leading The Effective Sales Force shows participants how to cut costs while raising sales by analysing sales calls, realigning territories, shifting product or market emphasis, reallocating salespersons' time, and adjusting sales force size. Participants will explore various tools, concepts, and paradigms for leading a sales force and learn what works and what does not – and why.
Target Audience	: This course is ideal for general managers who have sales force management responsibilities and for sales managers who are moving up in the sales organisation.
Selected Session Topics	: <ul style="list-style-type: none"> <li>- <b>Sales force trends</b></li> <li>- <b>Optimising sales force deployment and allocation</b></li> <li>- <b>Measuring and evaluating sales performance</b></li> <li>- <b>Designing sales force compensation systems</b></li> <li>- <b>Negotiating quotas, compensation and incentives</b></li> <li>- <b>Designing and managing third-party channels</b></li> <li>- <b>Business strategy and the sales force</b></li> </ul>
Key Take-Away	: <ul style="list-style-type: none"> <li>- Acquire tools to strengthen sales force as a driver of profitable growth.</li> <li>- Improve sales force control systems and structures without increasing head count of budgets.</li> <li>- Learn new ways to motivate and compensate sales team.</li> <li>- Understand and shape the interplay between corporate strategy and sales strategy.</li> </ul>

