SP-EFF - Effective sales planning

Soft skills - Sviluppo organizzativo e Coaching -

Durata:	Lingue:	Certificazione:
2 Giorni	**Italiano**	**-**

Descrizione del corso

Objectives: • Learning how to structure a sales plan to be successfully integrated with the company business plan • Learning how to integrate the sales plan with other plans, starting with the economic and financial one • Learning how to create step by step a concrete, manageable and controllable plan Audience: • Sales managers • Area managers • Key accounts

Programma

The business budget
- The divisional budget
- The departmental budget
- Defining objectives
- Quantity objectives
- Quality objectives

The integration of the sales plan with the company objectives
- The marketing plan
- The financial plan
- The contribution of sales to the company turnover
- The contribution of sales to the financial results
- The price – performance ratio

The internal objections of sales department
- The financial objectives
- The effective mix between prices and sales volumes

ITCore Group

Via Balestra, 12
6900 Lugano (CH)
+41.091.9760019
www.itcoregroup.com

Via Lanino, 36
21047 Saronno (VA)
+39.02.84108669
www.itcoregroup.com

- The efficacy of sales conditions
- The efficacy of promotions
- The efficacy of stocks
- The organizational efficiency
- The distributive objectives
- What should a sales department do in order to ensure the right development and maintenance of distribution?
- How quickly should the department achieve the distributive objectives?
- In which way can the department achieve the objectives?
- At what cost can it support the distribution?
- How is it possible to measure its efficacy and efficiency?
- The organizational objects
- How to respond to external business needs
- The costs of sales structures
- The time required to create a proper sales structure

The distribution channels for selling

- The channel plan
- The promotional investment
- The means of control
- Sell-in/Sell-out

The long-term planning

- The preconditions for a long-term planning
- The prospects of the market and of the reference channel
- The alternative to implemented plans
- Potential future objectives
- Strategies and actions to achieve future goals