SP-GRV - Sales network management

Soft skills - Sviluppo organizzativo e Coaching -

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

Descrizione del corso

Objectives: • Providing knowledge to build and manage a sales network (national, local, small sales networks...) • Providing the main models for a strategic organization management • Building the skills necessary to plan, coordinate, control and develop sales networks Audience: • Sales directors • Area manager • Representatives

Programma

Introduction
- Evolution of sales management
- From tactical function to strategic function
- Analysis of sales organization
- The roles
- The organizational structures
- The organization charts

Objectives of a sales organization
- Primary objectives
- Secondary objectives
- Causes and needs
- Distribution policy
- Activities and purposes

The corporate budget
- The process of corporate budgeting

ITCore Group

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- Defining the objectives
- The departmental budget:
- the marketing plan
- the financial plan
- the sales plan

Organizational structures
- Distribution objectives:
- quantitative objectives
- qualitative objectives
- Internal organization
- External organization

Financial investments
- Planning the expense budget
- Returns planning
- Sales forecasts
- The financial return

Monitoring tools
- The structure performance indices
- Sales KPIs
- The concepts of efficiency and efficacy

Technology resources
- CRM
- Corporate databases
- Software

The internal and external context
- The operational structures:
- logistics
- distribution
- Target markets
- Knowing the client:
- to whom do I sell?
- how do I sell?

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Distribution channels
• Channel typologies
• Channel objectives

Sizing a sales network
• Stages of the organizational process
• Analysis of the structure
• Analysis of the customers
• Customer segmentation
• Distribution models

The sales network
• Direct workers
• Indirect workers
• Reward systems
• Features of a sales executive

Performance evaluation of a vendor
• Performance of a sales network
• Quantitative data
• Qualitative data

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