

Sales Management University

Management programme designed for sales managers/area sales managers in all disciplines, beginners and experienced alike. You will learn about the sales management system and how to implement it in the Business Excellence Model (BEM). You will improve your knowledge and skills, and share your experience with other sales managers. The Business Excellence Model, which you will learn about in the programme, will help you put the skills and knowledge acquired from the programme into practice through annual or individual plans.

Programme Objectives

- Teach sales managers about the sales management system - Business Excellence Model.
- Support the implementation of the sales management system - MBE, link it to CRM and internal standards (handbook).
- Prepare individual tools that sales managers will use for sales management - create a handbook.
- Teach sales managers to solve crucial situations in sales management.
- Provide sales managers with specific education for managing sales representatives, both individual sale and team selling.
- Create conditions for increasing sales.

Programme Participants

- Sales managers
- Area sales managers

Scope of the Programme

- 5 x 2 days

Why participate in this programme?

- You will implement a strategic management process – the Business Excellence Model at the level of your individual plan.
- You will get a handbook with sales management tools that you can modify to suit your needs.
- You will prepare your annual/individual plan, where you can include your areas, related issues, and their solutions. You will put them into practice in a controlled way.
- You will link sales/business management with a strategy. Your strategies will be put into practice at the level of individual customers.
- You will go through questionnaires and analyses that will give you feedback on your strengths and weaknesses in managing people.

What makes us different? You will get four products in a single investment.

- Training
- E-learning
- Feedback - electronic form and analyses
- Business Excellence Model - a tool (software)

Programme Organization and Structure

Programme Structure

Part 1 – 2 days

- The role of Sales Manager.
- A management tool - Business Excellence Model.
- Preparing your own individual plan.
- Application of BEM in the management system in practice.

Part 2 – 2 days

- Indicators for sales management.
- Customer planning.
- Individual planning.
- Motivation of the sales team.

Part 3 – 2 days

- Reporting, evaluation of the individual plan.
- Leadership styles of sales representatives.
- Communications in the management of representatives.
- Providing feedback.

- Coaching sales representatives.

Part 4 – 2 days

- Conducting individual interviews with representatives.
- Managing meetings.
- Standards of the work of the manager and team members.
- Corporate culture management and the approach of representatives.

Part 5 – 2 days

- Selection of sales representatives.
- Introducing representatives to their function.
- Managing the development and careers of representatives.
- Terminating cooperation with representatives.
- Excellence in sales management.

Programme Organization

Title	Date	Venue
Sales Management University – Part 1	14 - 15 March 2017	Hotel Vista, Brno
Sales Management University – Part 2	16 - 17 May 2017	Hotel Vista, Brno
Sales Management University – Part 3	12 - 13 September 2017	Hotel Vista, Brno
Sales Management University – Part 4	24 - 25 October 2017	Hotel Vista, Brno
Sales Management University – Part 5	5 - 6 December 2017	Hotel Vista, Brno
Sales Management University – Part 1	17 - 18 October 2017	Akademie Velké Bílovice
Sales Management University – Part 2	28 - 29 November 2017	Akademie Velké Bílovice
Sales Management University – Part 3	6 - 7 February 2018	Akademie Velké Bílovice
Sales Management University – Part 4	24 - 25 April 2018	Akademie Velké Bílovice
Sales Management University – Part 5	12 - 13 June 2018	Akademie Velké Bílovice