
Analysis, forecast, decision

Targets:

The training class aims to provide the most innovative techniques and methods for planning and organizing commercial activities in the sales areas.

Participants will analyse results, to structure a consistent Sales Plan and to learn and test a simple but effective tool to monitoring commercial activities and business expectations during the year.

Attendees will be also involved to elaborate effective Action Plans aimed at the implementation of important commercial activities (e.g. searching new customers or approaching new market segments).

The focus will always be on the Sales Target.

All the tools mentioned will be provided on Windows Excel files. This system has been developed with several companies.

Beneficiaries: Sales reps, Key Account Managers, Area Managers, Sales technicians

Program:

- Sales by Objectives
- Definition of Objective
- Types of Objectives
- The tools for the analysis of quantitative, qualitative and KPI results
- The Pareto Principle and the ABC Curve
- The Active Customers Matrix: Potential and Penetration
- The Eisenhower's Model and the Time Management
- The Business Pyramid: Active Customers; Prospects; Suspects; Market Customers
- The Planning model
- The Sales Plan and the HORIZON System
- The Sales Action Plan

During the seminar the participants will work on the proposed analysis and planning tools.