
The fundamental tool of the Commercial Director

Target:

Drawing up a consistent Sales Plan and having a simple but effective system for monitoring all business activities during the year. The focus will always be on the sales target.

Beneficiaries: Business owners, General Managers, Sales and Marketing Managers

Program:

- Managerial management of a sales area
- The phases of Analysis and Planning
- ANALYSIS phase
 - Quantitative, qualitative and KPIs elements
 - The Pareto Principle and the ABC Curve
 - The Active Customers Matrix
 - The Eisenhower's Model and the Time Management
- PLANNING Phase
 - Sales by Objectives
 - The Business Pyramid: Active Customers; Prospects; Suspects; Market Customers
 - Definition of Objective. Types of Goals
 - The Planning Model
- The Sales Plan: concept and structure
- The Sales Action Plan

During the seminar, participants will take part in individual and group exercises and simulations