



*Arizona Innovative Solutions Group
(Arizona-ISG)*

Sales Management

Sales Management

This workshop studies the complex and demanding responsibilities of sales management in the 21st century, including managing the sales force, forecasting, understanding customer expectations and buyer behavior, gathering feedback, communicating, and relating sales goals to marketing goals.

- Personal Selling
- Sales Organization
- Account Relationship Management
- Territory Management
- Estimating Potentials and Forecasting Sales
- Recruiting and Selecting Personnel
- Sales Training
- Leadership
- Motivation
- Compensation
- Performance Evaluation
- Sales Ethics



Outlines

- Define sales management in terms of its relationship to other marketing activities.
- Illustrate how personal selling is used to encourage purchases.
- Explain the basic selling approaches.
- Identify the skills utilized in selling.
- Identify the reasons for sales automation.
- Explain the principles of sales organization and specialization
- Identify the need for national account programs.
- Assess the role and limitations of telemarketing
- Identify the buying influences of buying-center employees.
- Determine the critical factors in the evolution of relationships.
- Calculate the cost-per-sales call.
- Determine break-even sales volume.



Outlines

- Analyze judgmental forecasting.
- Calculate naive, moving average, and exponential smoothing forecasts.
- Identify the hiring criteria for salespeople.
- Outline the hiring selection process.
- Explain the need for sales training.
- Determine the training needs for a sales force.
- Determine the appropriate leadership styles for particular situations.
- Define motivation and the basic model of the motivation process
- Identify appropriate methods for compensating salespeople.
- Identify criteria used for evaluating sales people.
- Explain the moral basis for following business ethics.
- Demonstrate the decision-making process for resolving ethical problems.



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