



**InnoVision Executive Education**

**Sales Force  
Management**  
**DURATION: 18 HOURS**

# Sales Force Management



## Learning Objectives

Develop a sound understanding of the sales management function that includes

### 1. Organising the selling effort

- i. Developing Sales Strategy
- ii. Developing a Go-To-Market Strategy
- iii. Sales Force Design
- iv. Territory Management

### 2. Managing the Selling Effort

- i. Selling Forms
- ii. Creating Value
- iii. Personal Selling
- iv. Sales Training

### 3. Controlling the Sales Force.

- i. Developing sales plans
- ii. Sales budgets

### 4. Go-to-Market Strategy

- i. Own Channels
- ii. Connected Channels
- iii. Independent Partners



# Sales Force Management

## Key Concepts

### The Sales Management Function vs the Sales Function

- I. Strategic aspects of Sales Management
  - a. Designing the Sales Force
  - b. Sales-related Marketing Policies
  - c. Estimating market potential
  - d. Organisational goal setting
- II. Operational aspects of Sales Management
- III. Tactical aspects of Sales Management

### Developing the Sales Organisation

- i. Sales Strategy
- ii. Go-to-Market Strategy
- iii. Designing the sales force

### Developing a Sales Strategy

- i. Deciding Market Segments
- ii. Deciding Product Offerings
- iii. Developing Selling Processes

### Designing the Sales Organisation

- i. Deciding the Sales Organisation Structure
- ii. Deciding Sales Specialisations
- iii. Deciding Sales Roles

### Building a responsive Sales Force

- i. Responding to change in customer requirements
- ii. Responding to competitor actions
- iii. Responding to environmental factors and organizational factors.
- iv. Responding to performance challenges
- v. Responding to changes in strategy

### Selling Formats

- i. Transactional Sales
- ii. Consultative Sales
- iii. Enterprise Sales.

### Creating Value

- i. Intrinsic Value
- ii. Extrinsic Value
- iii. Enterprise Value.

### Designing the Sales Effort

- i. Matching Selling Formats with Customer Value.

### Deciding the Go-To-Market Strategy

- i. Company Owned Channels
- ii. Company-Connected Channels
- iii. Independent Partners
- iv. Independent Channels
- v. Hybrid Channels



# Sales Force Management

## **Territory Management**

- i. Objectives of Territory Management
- ii. Defining Territories, Assigning Territories
- iii. Aligning Territories

## **Personal Selling**

- i. Personal Selling Process
- ii. Guidelines for success in personal selling

## **Sales Organisation Development and Training**

- i. Deciding objectives
- ii. Content
- iii. Methodology
- iv. Execution
- v. Evaluation

## **Controlling the Sales Force**

- i. Organisational Processes
- ii. Goal Setting
- iii. Sales Reports

## **Sales Force Automation**

- I. CRM Systems
- II. Sales Force

## **Sales Budgets**

- i. Purpose of Budget
- ii. Components of Budget
- iii. Revenue, Activity and Expense Budget
- iv. Budgetary Procedures