

Knowledge K07 - Sales

Course Summary

Developing strategies and metrics to manage sales goals

Introduction

Buying and selling is a transaction where both the seller and the buyer engage in a process of negotiation resulting in value being obtained on both sides. The seller gains revenue and the buyer gains a training offering enabling them to be more knowledgeable, gain skills and ultimately be competent in what they do.

The selling process has implied rules and identifiable stages that require strategies, operating processes and metrics to be established to achieve the business goals of the training department.

The role of sales management is to ensure that a systematic approach to the sales process is implemented, guaranteeing that sales personnel remain focused, motivated and incentivised to achieve their sales targets.

Topics

- Strategy
- Execution (sales operating model)
- Sales management and metrics
- Sales compensation and incentives

Prerequisites

Foundation Series