



MAESTRO
CONSULTANTS

SALES MANAGEMENT

COURSE OUTLINE 2024

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TRAINING TITLE

Sales Management

VENUE

Dubai, UAE

DURATION

5 Days

DATES

19 – 23 February 2024

PRICE

\$5,250 per attendee including training material/handouts, morning/afternoon coffee breaks and Lunch buffet.

TRAINING INTRODUCTION

Unlike the traditional way of selling, today's sales are all about understanding client issues and bringing solutions to the table which will cause a win-win situation for both parties. Businesses are always prone to fluctuations with a rise and a drop in profit.

Sales Executives have to constantly acquire new opportunities and build on existing opportunities to generate profitable numbers. You will be responsible for gaining positive returns for your business.

A performance number is driven and a well-trained sales team is very important for any business. This will help the company grow quickly in a short span, generating increased revenue.

TRAINING OBJECTIVES

By the end of the Certificate in Sales Management Training Course, participants will be able to:

- Comprehend the different facets of sales management
- Understand how to balance sales strategy with delivering excellent customer satisfaction
- Understand the psychology of buyers and the impact of selling skills
- Discover the art of writing influential proposals that be informative and compelling
- Plan efficient introduction and deal closing techniques
- Discover the significance of planning and time management skills in a sales environment
- Implement the forecasting tools to expand market reach and boost sales

results

- Identify buying signals and make the most of it
- Capitalize opportunities for upselling and cross-selling during the process of a sale
- Understand and examine the buyer needs analysis
- Enhance your questioning techniques to better understand the buyers' requirement
- Master the art to deal with objections
- Develop effective and impactful presentations that show results and ROI
- Learn the skill of building long and influential client relationships
- Set SMART goals and objectives, and the way to drive them
- Conquer stress and stay motivated
- Erect and structure a powerful and aggressive Sales Team
- Analyze the team and work towards maximizing the team's strength
- Formulate effective compensation plan to boost motivation and results

TRAINING AUDIENCE

This course is suitable for professionals interested in learning sales techniques and also for those who have experience in sales. Anyone looking to get a hold of the practical side of sales and develop their interpersonal capabilities should enroll for this workshop.

Experienced sales managers, Business entrepreneurs, Sales Executives, Marketing professionals, Business Development Officers, and even client account managers, who want to sharpen their planning and delivery techniques, build interpersonal and leadership skills, become powerful decision-makers, motivators, communicators, should attend this sales management training.

TRAINING OUTLINE

DAY 1

Module 1: Understanding Sales Management

- Sales strategy concept
- Examining basic selling skills
- Concept of Key account management
- Relationships management: Importance
- Delivering exceptional customer service
- Assisting with Solutions, not Selling
- Building a Sales Relationship
- Tools for forecasting needs and achieving results
- Changing Business Environment

Module 2: The Science of Selling

- Psychology of selling
- Mind of the seller vs Mind of the buyer
- Factors influencing buying and selling
- Moving beyond the price
- Understanding the buyer
- Buyer thoughts and emotions: Behavioral Profiling
- First Impressions and Body Language
- Sales Questioning Funnel
- Delight Factor
- Science of Sales Measurement

DAY 2

Module 3: Mastering Sales Proposals

- Writing Sales Proposals
- Parts of a proposal
- Understanding the needs
- Building on the needs
- Get them to say it themselves
- Prescribing a convincing solution
- Drafting an effective and influential proposal
- Professional writing techniques
- Presenting your proposal

Module 4: Time and Task Management Skills

- Time and Area management
- Managing your time and your area
- Time Management Quadrant
- Prioritizing buyers and tasks
- Organizing and Planning
- Becoming an effective salesman
- Handling work pressure
- Work-Life Balance

DAY 3

Module 5: Importance of a Sales Attitude

- Power of positive thinking
- Improving attitude by improving habits
- Developing Emotional Intelligence
- Self-motivation and Sales Drive

- Motivators and de-motivators in sales management
- Developing a focused frame of mind
- Being motivated to solve problems

Module 6: Adding Value to Sales

- Adding value to your buyers
- Combining sales with excellent services
- Cross-selling and up-selling through Customer Satisfaction
- Building and maintaining long term relationships
- Gaining Buyer Trust
- Matching product/service features to buyer needs
- Creating your personal and organizational brand
- Dealing with difficult buyers

DAY 4

Module 7: Preparing Impactful Presentations

- Sales presentations and pitching
- Effective presentation skills
- Overcoming presentation challenges
- Placing the right pitch at the right place
- Satisfying the target audience
- Presentation of Results and Return on Investments
- Transactional versus consultative selling

Module 8: Sales Resistance and Objection Handling

- Reasons for resistance to a Sale
- Preparation is Key to Sales
- Overcoming Resistance
- Clearing up misunderstanding
- Keeping things simple and clear
- Negotiation skills
- Dealing with downsides and shortcomings
- Overcoming stalling

Module 9: Closing Sales

- Principle of Closing a Sale
- Closing – Using powerful words
- Keeping the Ball in Your Court
- Efficiency & Measurement in Sales
- Principles of Sales Efficiency

DAY 5

Module 10: Sales Driven Focus and Goals

- Setting SMART goals and objectives
- Identifying personal goals of the buyer
- Effective planning and Developing action plans
- Implementing the action plan
- Implementing an effective follow-up process
- Identifying Resources to Achieve Objectives

Module 11: Structuring a Powerful Salesforce

- Building a Professional Salesforce
- Preparing and Setting Standards for High Performance
- Recruiting the right talent for the right market
- Sales Best Practices and its Implementation
- Compensation Programs that drive superior Performance
- Plan for Turnover and Succession
- Tips and Techniques for a Powerful Salesforce

TRAINING CERTIFICATE

MAESTRO CONSULTANTS Certificate of Completion for delegates who attend and complete the training course

METHODOLOGY

Our courses are highly interactive, typically taking a case study approach that we have found to be an effective method of fostering discussions and transferring knowledge. Participants will learn by active participation during the program through the use of individual exercises, questionnaires, team exercises, training videos and discussions of “real life” issues in their organizations.

The material has been designed to enable delegates to apply all of the material with immediate effect back in the workplace.