Enhancing Sales Force Performance

Unleashing the full potential of the sales force to drive revenues while keeping costs under control.

25 – 26 June 2018

Also available as an in-house programme

Gordon Institute of Business Science
University of Pretoria
In this programme we will explore the three Ps of successful sales management: Process, people, and performance. The process refers to the sales activities that salespeople engage in and how this has an impact on the sales strategy of the firm including the appropriate sales force structure, organisation, and roles. The people aspect will focus on the coaching and the motivating factors that will drive the efforts of the sales force. The last part of the program will focus on evaluating the performance of the sales force.

Key focus areas:

> The evolution of the sales function from pushing products to the trusted advisor;
> Challenges facing the sales manager;
> How to structure the sales organisation and staff them with the right people;
> Setting the right Key Performance Indicators;
> Coaching different profiles of salespeople; and
> A mixture of case studies and practical exercises will be used to ensure that you are able to fully understand the content, and apply your learnings back in the workplace.

Who should attend?

If you fulfil any of the following four roles, this programme is relevant to you:

- You are a sales manager/sales director who has to manage your sales force;
- You are an entrepreneur who has plans to scale up your business by investing in a sales team;
- You are a business development executive who is tasked with setting up and managing a local sales organisation; and
- You are a general manager/managing director/CCO/CSO.

How you will benefit:

At the end of the programme, you will be able to:

- Implement key building blocks of a sales programme;
- Understand the impact of the sales process on the sales strategy of the sales organisation;
- Decide on the type of sales force needed to achieve the organisation’s objectives;
- Right size the sales force;
- Coach and lead the sales force;
- Leverage the quota setting and incentive programmes to motivate the sales force; and
- Evaluating the performance of your sales force.

Benefits of effective sales force management in an organisation.

- Increased topline growth of your organisation.
- Enhanced sales person retention.
- Reduced selling, general and administrative expenses.
- Increased market coverage.
- Increased levels of satisfaction and loyalty of customers.
- Improved management of third-party partners.

For more information and an online application form, please visit www.gibs.co.za/sales

For enquiries call +27 (0)11 771 4159 or email khoadim@gibs.co.za

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site Illovo Hotel.