



*Management Group, Ltd.*

**Building organizations  
through the execution of  
strategic sales management**

## **Acumen Management Group, Ltd.**

### **Sales Management Workshop**

#### **Day One**

##### **Welcome**

- Sales Management Leadership
  - The Role of Sales Management
  - Building a Culture for Success
  - Defining Management and Leadership
  - Developing Your Sales Management Style
  - Learning to Coach Effectively
  
- Sales Strategy and Planning
  - Understanding Your Company's Strategy and Goals
  - Understanding Critical Sales Factors
  - Defining Your Market Coverage
  - Understand and Using Sales Costing
  - Creating the Right Organizational Structure
  
- Reward and Recognition
  - Understanding Compensation/Commission Programs
  - Developing Bonus/Rewards/Recognition Programs
  - Using Sales Games/Incentive Contests
  - Analysis of Current Compensation Plan
  - Analysis of Company Goals in Relation to Compensation
  - Analysis of Cost of Sales and Compensation Plans
  - Learn the Steps in the Development of a Compensation Plan
  - How to Create a Successful Sales Compensation Rollout Plan

##### Evening

- Team Exercise
  - Sales Planning
  - Compensation Planning

## Day Two

### \*Team Presentations

- Building a Value Proposition to Win!!!
  - Learn to Differentiate Your Company from Your Competitors
  - Create Truly Unique Value Added Solutions
  - Discover the Meaning of “marginal value”
  
- Build an Organization
  - Generate Current Sales Force/Management Evaluation
  - Develop Candidate Success Profile
  - Develop a Recruiting, Interviewing and Hiring Process
  - Develop Sales Interview Questions
  - Creating a New Hire Training Process
  - Validation and Measuring of the Hiring and Training Process
    - Testing Sales Skills
    - Product/service Knowledge
    - Sales Process Understanding
    - Industry Expertise
  
- Creating Sales Management Systems
  - Setting Goals and Standards
  - Developing Leading Indicators and Metrics
  - Understanding Business Drivers
  - Managing Through the Use of Sales Plans
  - Managing using Sales Dashboards
  - Understanding and Measuring for Improvement
  - Learn to “Inspect What You Expect”
  
- Learning to Partner Effectively
  - Understanding Four Styles of Partners
  - Developing a Successful Partnering Plan

***In many situations we may arrange a series of web meetings with attendee’s on a 30, 60, 120 day sequence to follow up on specific objectives and to increase the execution success rate.***