

Strategic Sales ManagementSM

What you will learn

The one-day interactive workshop provides real-world processes and tools for developing a strategic plan for the sales organization. You will learn how to orchestrate your team's impact on the overall enterprise sales strategy.

Who will benefit

- Senior Sales Executives
- Senior Sales Managers
- Senior Executives

For more information, call **800.745.8075** or go to:
www.selling-up.com

Building and managing an effective sales organization requires a clear vision, a defined mission, and an operating plan for sales that guarantees execution of your most important initiatives.

That's where **Strategic Sales ManagementSM** gives you an edge. In a day of interactive workshops you will develop a strategic plan for your selling organization and you will enhance management skills with business knowledge and tools that help you develop an opportunity focused, self-renewing sales organization.

The process and methodology for breaking through.

Strategic Sales ManagementSM provides a process and methodology for developing a selling organization that reacts to changing markets with ease and agility.

The one-day workshop enables senior sales leaders to:

- Create a vision for their sales organization that guides execution today and tomorrow
- Develop a strategic business plan for sales with clearly defined objectives and a tactical plan to meet those objectives
- Create a unique and valuable strategic position that is sustainable and helps shield out competitors
- Zero in on the organization's *Invisible Advantages* to create differentiation in your markets
- Anticipate changes in markets *before* they affect your team

A unique, structured approach.

Based on proven results, **Strategic Sales ManagementSM** goes far beyond traditional management seminars. Participants learn to give an additional, strategic dimension to their role as sales leaders.

Hands-on, real world tools make all the difference. The *Organization PlannerSM* helps you focus your strategy, effectively communicate your objectives and ensure execution at the field level.

A comfortable fit for your organization.

Strategic Sales ManagementSM provides a plan and tool set that integrate smoothly with any organization's strategic direction. The senior sales leader builds a systems-dependent organization that is seen by senior management as an appreciating corporate asset.