



Strategic Sales Management

How can achieve the company goals with help from the sales organization?

Two-day intensive seminar

From the rat race to strategic market cultivation

Does your sales organization exploit the full potential of your market? Is your sales strategy derived from your corporate strategy?

Practice shows that many companies do not consistently derive their sales strategy from the corporate strategy and consequently do not pursue the company's goals accordingly. Sales has a direct influence on the financial success and market position of a company.

With the right strategy, sales can target market potential as you focus your optimization efforts on those areas that have the best leverage and value to your customers and your business.

The starting points and facets of sales are manifold.

Your benefit & contents

In this two-day, practice-oriented seminar, you will systematically analyze the critical areas of your sales organization. You will identify the areas within your sales organization with the strongest leverage and the greatest potential for improvement. On this basis, you can develop a package of actions to increase performance in the short and medium term.

You will learn how to

- derive your sales strategy from the corporate/business strategy
- segment your customers and address them accordingly
- define distribution channels
- develop the appropriate sales organization
- develop a value proposition with clear unique selling points
- reduce bureaucracy and reduce interfaces
- optimize planning and controlling in sales

Benefit from the practical know-how and the experience of our experts! The necessary knowledge for your successful work as responsible person in sales will be directly applicable!

- **Duration**
2 days
- **Start/End**
09:00 am to 05:30 pm each
- **Target group**
Managing directors, responsible sales and key account managers – in all industries
- **Our services**
Seminar participation & networking
Seminar documents
Drinks and lunch
Certificate of attendance
- **Your investment**
€ 2,360.00 plus VAT

Information and registration

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