

Discover Sales Potential (Beginners to Pro)

Outline

After completing the session, the learners will be able to:

- Learn sales as a potential and prospective profession
- Accelerate sales in given time.
- Target achievement tricks both in SKU, Brand and volume
- Unlock Individual performance matrix between past and future
- Obtained skilled of selling product and service.
- Distributor handling in effective way
- Market coverage and market share increase
- Ensuring position in organization providing good revenue

Modules		Takeaways	Key Exercise
Module 1	Introduction	<ol style="list-style-type: none"> Definition of sales Communication about product/service Stakeholders' profitability Sales person's attributes Organization vs. sales people interest sharing. 	Group Discussion, Q&A
Module 2	SWOT analysis	<ol style="list-style-type: none"> Different channels of sales Distribution channel determination Sales strategy ROI analysis Sales vs. Marketing 	Group Discussion, Q&A
Module 3	Effective sales activities	<ol style="list-style-type: none"> Sales planning Effective sales calls Numeric distribution Weighted distribution Wholesale vs. retail sales Route plan Day plan Market coverage increase 	Group Discussion, Q&A
Module 4	Problems and solution in sales profession	<ol style="list-style-type: none"> Transaction problem & solution Distribution problem & solution Product problem & solution Packaging problem & solution Damage return policy 	Group Discussion, Q&A
Module 5	Conclusion	<ol style="list-style-type: none"> Learning outcomes Knowledge sharing Assessment 	Group Discussion, Q&A