

Build and communicate your commercial action plan

**CV-69 2 Days (14 Hours)**

Description

The expectation is to deliver commercial results in line with objectives... but not just any way. Respecting the company's strategy is the obligatory point: it is a question of contributing to its deployment. It is at this stage of commercial management that the commercial action plan comes into play. The commercial action plan combines upstream analysis, commercial positioning, and the setting of action priorities to develop turnover. And it involves the sales force all the way to implementation. This sales management training offers sales managers a simple method to develop their sales action plan and turn it into a performance tool.

Who is this training for ?

For whom

Director and sales manager, regional sales director, market manager, agency head, sales manager, Key Accounts manager.

Prerequisites

None.

Training objectives

- Identify the priorities of commercial action with regard to the strategy
- Analyze the customer portfolio and commercial performance
- Develop the commercial action plan by target
- Get the sales force to adhere to the commercial action plan

Training program

Analyser son marché et définir sa stratégie commerciale

- Action: seek relevant information to analyze the sales territory and the market.
- External analysis: customers, competitors, distribution channels, partners, developments in markets, PESTEL influences.
- Internal analysis: the customer portfolio; the product portfolio; customer/product pairs.
- Construct the SWOT matrix of its sales scope.

Décider des actions et construire son business plan Action : définir ses choix en fonction de son analyse.

- Translate your decisions into sales objectives: the territory's business plan, decide between conquest and loyalty.
- Actions to achieve the objectives: product distribution, promotion and efficiency of the force sales, measure the recommendation score.

Déployer le plan d'actions commerciales Action : formaliser et communiquer le plan d'actions commerciales.

- Plan actions: customers, operational marketing, management.
- Establish your dashboard to manage and monitor.
- Link customer value and communication channels .
- Validate your ROI.