

Build and deploy your commercial strategy



CV-67 2 Days (14 Hours)



Description

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 strategy 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, sales director, market manager, agency head.

Prerequisites

None.

Training objectives

- Identify the priorities of commercial action with regard to the strategy
- Get the sales force to adhere to the commercial action plan
- Develop the commercial action plan by target

Training program

Définir les priorités de l'action commerciale en regard de la stratégie Traduire les objectifs stratégiques en objectifs commerciaux. Définir sa zone de responsabilité. Définir sa stratégie d'objectifs. Évaluer les ressources nécessaires tant humaines que

- Scenario Exercise: assess your human and financial resources.

Analyser son marché et adapter le plan d'actions commerciales

- Analyze: the customer portfolio; the product portfolio; the customer/product pairs; construct the SWOT matrix of its sales scope.
- Scenario Exercise: construct the segmentation table products/customers.

Décider des actions et construire son business plan Définir ses choix en fonction de son analyse.
Traduire ses décisions en objectifs de vente : le business plan du territoire.

- Actions to achieve the objectives: product distribution, promotion and efficiency.
- Scenario Exercise: build your business plan.

Déployer le plan d'actions commerciales Formaliser et communiquer le plan d'actions commerciales.

- From collective objectives to individual objectives and action plans.
- Plan actions: customers, operational marketing, management.
- Establish your dashboard to manage and follow commercial actions.
- Scenario Exercise: build your dashboard.