COURSE OUTLINE

Selling 3 - Territory & Account Management

2 Days@

Experienced salespeople need to know how to analyse their time, manage their territory and/or their accounts so that they can be more efficient and effective when selling.

WORLD CLASS TRAINING

This course, updated and enhanced with new, relevant case studies will deliver more change and better results than almost any other sales training course run today.

With a plan, one that you have developed yourself, you take greater ownership and you become more effective. Without a plan, or even with one that you haven't created yourself, you lose motivation, become less personally accountable and you achieve less. The Territory & Account Management techniques covered here add substantive value to individuals and the organisations they work for.

LEARNING OUTCOMES

On this two-day course you will cover the following competencies from units of Certificate IV in Business Sales BSB40607*. Although not a requirement for Certificate IV in Business Administration BSB40507* - Sales Stream—it is an excellent adjunct to this qualification.

BSBREL402A	Build client relationships and business networks	BSBSLS402A	Identify sales prospects
BSBSLS403A	Present a sales solution #	BSBSLS404A	Secure prospect commitment #
BSBSLS405A	Support post-sale activities	BSBSLS406A	Self-manage sales performance #

In this course you will build upon the knowledge and skills learned in Selling Part 1 and Part 2. In particular, you will:

- Understand why the business needs a salesperson's own plan
- Learn the process of preparing a plan
- Develop strategies for a territory and larger accounts
- Learn to be accountable for covering the territory and allocating the right amount of time to each customer or prospect
- Prepare regular reports to keep management updated on progress against a plan.
- Deal with stress and self motivation
- Be able to conduct a SWOT Analysis
- Be able to conduct a SPEC Analysis

WHO WILL BENEFIT

- Experienced salespeople from any type of selling background, looking to improve selling by managing their territory and accounts more professionally and competently.
- All sales people who have previously attended the Ron Pollak Training Selling – Part 1 and Part 2 courses.

TOPICS

This course can be taken without having completed Selling Part 1—Foundations or Selling Part 2—Relationship Selling, however some topics on the second page of this outline build on learning in Selling Part 1—Foundations and Selling Part 2—Relationship Selling. To ensure consolidation and full development of selling skills, delegates should complete their program by attending both Selling Part 1—Foundations and Selling - Part 2 Relationship Selling

The additional learning in Selling - Part 3 Territory & Account Management involves a focus on account planning, time management, territory management and sales strategies.

* Ron Pollak Training delivers training under the auspices of Enrich Training (31433)
@ When completed as a component of Certificate IV in Business Sales BSB40607* or Certificate IV in Business Administration BSB40507* - Sales Stream this course covers with face-to-face and experiential learning the required nominal level of hours.
# Course employs DISC Behaviour Profiling—see your account manager

RON POLLAK TRAINING

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COURSE OUTLINE

TOPICS CARRIED OVER FROM SELLING PART 1—FOUNDATIONS AND SELLING PART 2—BOOST!

This course follows Selling Part 1—Foundations and Selling Part 2—Relationship Selling.

The full list of topics are outlined on the Course Outline for that course. Please feel free to obtain a copy of the topics in Selling Part 1—Foundations or and Selling Part 2—Relationship Selling either by call 1300 POLLAK, emailing—info@ronpollak.com.au, or accessing our web-site— www.ronpollak.com.au

IDENTIFY SALES PROSPECTS BSBSLS402A

1. Employ prospecting methods
2. Qualify prospects
3. Manage prospect information

PRESENT A SALES SOLUTION BSBSLS403A

1. Prepare for presentation
2. Present a sales solution
3. Manage buyer resistance

SECURE PROSPECT COMMITMENT BSBSLS404A

1. Respond to buying signals
2. Negotiate the sale
3. Finalise the agreement

SUPPORT POST SALES ACTIVITIES BSBSLS405A

1. Process order
2. Deliver support to agreed expectations
3. Handle client feedback
4. Strengthen client relationships
5. Offer additional benefits to clients

BUILD CLIENT RELATIONSHIPS AND BUSINESS NETWORKS BSBREL402A

1. Initiate interpersonal communication with clients
2. Establish client relationship management strategies
3. Maintain and improve ongoing relationships with clients
4. Build and maintain networks

SELLING PART 3—TERRITORY & ACCOUNT MANAGEMENT

The following list of topics are in addition to those covered in Selling Part 1—Foundations.

SELF MANAGE SALES PERFORMANCE BSBSLS406A

- Analysing the territory and market
- Principles of sales planning
- Reviewing previous sales performance
- Managing customer history
- Managing internal and external communications
- Sales target development and monitoring
- Adjusting sales plans
- Goal re-alignment
- Successful sales planning and documentation go hand in hand
- Setting sales objectives based on what is being sold
- Sales plans and customer meetings
- SMART goals
- Framing your goals
- Performance management
- Diary management
- Priority setting and time management in alignment with sales goals
- Meeting sales objectives- what, how and why?
- Account sales time allocation
- Working smarter
- Sales budget and financials planning
- Building trust, rapport and selling the value
- Documenting a sales agenda
- Information management
- Recording sales meeting data
- Sales documentation
- Sales systems
- Sales data analysis methods
- Using technology to facilitate sales performance

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