

ASA Africa! SMT™

Sales & Marketing Management Training.

“if you are not managing performance, then what are you managing?”

Target Group:

All business owners, directors, sales and marketing managers.

Course Duration:

4 days from 09h00 to 17h00 at Leriba Hotel, Centurion or in-house at the client.

Training Course Objective:

After completion of the course, the sales manager will be able to develop and manage a professional and results driven team that focuses on the continuous improvement of sales productivity and results by making use of the guidelines & forms provided.

Methodology: Lectures, group discussions, individual tasks, role-plays & case studies.

Course Overview:

1. **The Sales Manager's Job** - What are your key tasks and responsibilities?
2. **Sales Planning** - Sales forecasting, planning and budgeting, Setting sales targets, Budgets, Targets, Goals and Objectives, Planning sales activities and developing sales strategies.
3. **Organising For Results** - How to develop a job description, The importance of setting standards of performance, Sales territory and sales team activity management.
4. **Recruitment, Selection, Training & Coaching** - Correct staff selection, Successful appointments, The benefits of training, Coaching poor and high performers.
5. **Leading & Motivating The Sales Team** - Communication skills, Leadership styles, Managing conflict, The importance of motivation, motivational theories and practices.
6. **Performance Management & Control** - Measuring performance, Improving performance, Appraising individuals, Formal appraisals, Correcting poor performance & disciplinary action

Cost:

R9120.00 includes 14% VAT, lunches, refreshments, training manual & certificate.

Courses can be conducted in-house anywhere in Africa, depending on the client's needs and the number of learners.

Call ASA Africa! today:

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