

Debbie Bowman
CONSULTANT

Sales Planning

Course content:

- Understand the benefits of Sales Planning and the differences between a plan and a sales strategy.
- Agree the '9 Steps to Sales Planning'.
- Information gathering- what do you need to know before you can start to plan, and what to do if the information is inaccessible?
- Introduce a sales strategy model called the 'Strategic Scorecard'
- Define all the potential criteria on the Scorecard
- Set individual objectives against each of the criteria
- Brainstorm all the activities available to achieve these objectives
- Which 'Stakeholders' need to be involved in the strategy
- How to put success measures in place
- Sales time management – how to fit it all in!

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