



"Sales Management Skills - They Don't Come Naturally"

MAMSA, UK

SALES MANAGEMENT PRACTICES

As a business professional, you are well aware that an organisation's ability to meet its business objectives depends on the ability of its sales managers to create a competent and motivated sales force that can quickly adapt to changes in customers' demands.

MAMSA Consultants Pte Ltd is now offering the SALES MANAGEMENT PRACTICES programme to help you keep on top of developments and enhance your ability to effectively contribute to the competitive future of your organisation.

PROGRAMME OVERVIEW

Selling skills may be a sales manager's strength but building and maintaining an effective sales team requires specialised sales management skills. Ultimately it is the quality of management that determines the performance of the sales team.

The Management of sales is an integral part of any organisation and one of the most demanding tasks. Organisations today face a complex, rapidly changing and highly competitive environment. There is a continuous battle for market share as organisations strive to outdo their efforts to satisfy customers.

SALES MANAGEMENT PRACTICES

Programme Duration: Flexible

Commencement Date: Start Anytime

Participants will receive:

- ✧ Face-to face coaching of approx. 2 hours per module
- ✧ On going Sales Performance Coaching support

For more information, please contact:
Su-Lin / Andrew at Tel: 6286 6238
Email: enquiries@mamsa.com.sg

Participants will learn how to: (14 modules)

- ✧ Evaluate sales management competencies
- ✧ Motivate salespeople
- ✧ Run a sales meeting
- ✧ Set sales performance standards
- ✧ Make ethics & integrity valuable sales tools
- ✧ Work with major accounts
- ✧ Create a sales forecast
- ✧ Control sales expenses
- ✧ Build a reporting system that works
- ✧ Adapt to company's organisational & political structure
- ✧ Find & hire salespeople who can sell
- ✧ Sell through dealers, distributors & manufacturers' representatives
- ✧ Develop a sales training programme
- ✧ Manage time & territory productivity

REGISTRATION FORM

Please Tick:

- Please register me for the Sales Management Practices Programme
 Group One to One

NAME _____ NRIC/P.PORT NO. _____ TEL _____ (O)

ADDRESS _____ (H/P)

_____ POSTAL CODE _____ EMAIL _____

COMPANY _____ DESIGNATION _____

Kindly fax or mail registration form.

Sales Management Practices is a flexible and personalised programme in which participants can choose to attend either as a group or on a one-to-one basis.