

Sales Team Development Programme Level 3

An integrated programme with three levels
 Specifically designed professionals
 Working in B2B sales

This programme will provide delegates with a thorough grounding in the skills and techniques required to become a successful and professional sales executive. The employer will benefit from increased profitability, more accurate forecasting, satisfied customers and greater confidence among staff. The integrated approach allows three levels of entry, according to the experience and needs of the individual delegates. This means the training can be applied to teams with individuals at different stages of development.

The learning experience is highly interactive and places strong emphasis on practical outcomes that will have a real impact in the workplace.

Level 3—Strategic Planning and Business Development

A two-day programme held on consecutive days approximately 6 - 12 months after the completion of Level 2. The agenda focuses on:

- Developing and implementing a regional business plan
- Strategic account development
- Becoming a leader of the regional team
- Advanced level negotiations
- Fundamentals of business finance
- Personal development plans

Who should attend?

- ☐ Senior level Sales Professionals who can demonstrate competence to the standard of Level 2 and who seek further personal development
- ☐ Those deemed by their sales manager to be a star performer of the future
- ☐ All Account Managers
- ☐ Aspiring Sales Managers
- ☐ Recently appointed Sales Managers with little formal training in strategic planning and business development.
- ☐ role

Professional Selling Skills – Level 3

Overall Programme Aim

To provide the participants with a framework for implementing a structured business plan for their part of the business.

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Programme Objectives

The objectives of the programme are to ensure that the participants are able to do the following:

- Identify which accounts they should target for strategic partnerships
- Write a formal business plan for achieving success in their part of the business
- Lead the team approach required for taking strategic accounts forward
- Understand the fundamentals of business finance
- Conduct high level negotiations

Programme Structure

The programme is of 2 consecutive days duration.

At the end of the second programme day each participant will select key learning points to put into practice at work during the following 4 - 6 weeks. We would encourage a report back at the end of this period and would be pleased to advise how such a report back should be facilitated.

The programme is of an open nature hence participants from other companies will attend. This means that the participants will be exposed to alternative approaches and ideas for any given situation.

Frequent roles plays and practical exercises over the duration of the programme will:

- check understanding in the key areas
- enable the participants to start to find out what approach works for them in any given situation
- develop courage and confidence in the most critical areas

Programme Agenda – Professional Selling Skills Level 3

Day 1

- Introduction and setting the scene
- Strategic account development – deciding which accounts to target; segmenting our customer base; options for partnering; skills of an effective account manager
- Developing and implementing a regional business plan – applying business planning techniques to our territory; evaluating opportunities; setting SMART targets; creating detailed action plans for success
- Becoming a leader of the regional team – identifying the resources available to us; leadership skills and responsibilities; the need to “sell” internally
- Identification of key learning points and the situations in which they will be applied

Day 2

- Fundamentals of business finance – understanding the terminology; budgeting and targets; the impact of discounting
- Advanced level negotiations – identifying and practising the skills; creating the right environment; understanding the balance of power; knowing you walk away point; breaking deadlock
- Identification of key learning points and the situations in which they will be applied
- Preparation for the future – personal development plans

Course Duration: 2 Days

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