



# Sales Management Simulation

## Who Should Attend?

This module is for Sales Directors and Sales Managers who have direct responsibility for leading and managing a sales team.

## The Key Outputs:

The simulation uses a software programme that contains 6 members of a virtual sales team that the participants will manage.

The key output will be a personal action plan which will be based on the learning points generated throughout the simulation.

## The Schedule

21 <sup>st</sup> – 22 <sup>nd</sup> February 2012	Kettering Park Hotel
24 <sup>th</sup> – 25 <sup>th</sup> April 2012	Kettering Park Hotel
17 <sup>th</sup> – 18 <sup>th</sup> July 2012	Kettering Park Hotel
25 <sup>th</sup> – 26 <sup>th</sup> September 2012	Kettering Park Hotel
27 <sup>th</sup> – 28 <sup>th</sup> November 2012	Kettering Park Hotel

## The Investment

£1,099 + VAT

*(Excludes hotel costs)*

## The Agenda *(2 Days)*

### Introduction and Objectives

*Setting the objectives for the participants.*

### Setting the Scene

*Introduction to the sales simulation tool. Working through how the simulation tool works and introducing the virtual sales team.*

### Customer Portfolio Management

*How to develop the right mix of customers and prospects that will enable you to achieve your sales result.*

### Managing the Team

*The main part of the simulation allows the participants to work with a virtual sales team, making decisions about their activity, their customer portfolio and creating development plans that will support them. Each session will enable the participants to make decisions about the team and view the impact it has on the team result.*

### Coaching the Manager

*Throughout the simulation the trainer will coach the participants and provide continual feedback and input.*

### Reviewing Performance

*Using the feedback and input from the trainer the participants will review their actions and develop an action plan that will help them apply the learning points back in the real world.*