



A MasterClass in Sales Process Design

The key to sales performance improvement is in knowing what to improve - *if you can't measure it - you can't improve it*. Surprisingly, whilst most companies have processes and procedures for elements of their operation such as finance, quality control, compliance, and even ordering stationery, what happens face-face with the customer when selling is rarely written down. This one-day MasterClass will provide the platform for future continuous sales success.

Accreditation

This MasterClass is accredited by the Institute of Professional Selling and attracts credits towards the ICM Diploma in Professional Selling – a degree level qualification provided by the International College of Professional Selling.

Benefits

The major benefit of adopting the lessons learned in the MasterClass will be a focus on the elements of your role which directly contribute towards sales success.

Learning Outcomes

At the end of this course participants will be able to:-

- Understand the drivers of performance within their organisation
- Appreciate the views of colleagues within the organisation in relation to improving performance
- Understand how sales coaching effectiveness relies upon existence of a clearly defined sales process
- Understand how sales process design can assist in:
 - quality control and setting minimum standards
 - monitoring performance
 - improving performance
- Examine and understand the elements of a standard sales process
- Construct a bespoke sales process for their own sales role

Approach

This MasterClass is only available for in-house delivery for up to ten delegates at an all-inclusive cost of €2,495.00. A workshop-based approach is used with high levels of delegate activity.

Training Plan

| Session | Purpose | Content |
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| 1 | To set the scene and enable focus on the topic. | What are the drivers of performance? What are the views of colleagues in terms of improving performance? What issues are there in terms of consistency and effectiveness? |
| 2 | To align sales process design with performance improvement. | What is a sales process? Why have a sales process? What are the benefits of constructing a sales process? How do sales coaches use sales process design to improve performance? |

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| 3 | To utilise a standard sales process in order to design a specific sales process. | Standard sales process design. Specific sales process design. |
| 4 | Review and evaluation. | Conclusions. Knowledge test. |

Learning Evaluation

- Participants will undertake a knowledge test at the end of the course to assist in embedding knowledge and encourage behavioural change.
- Participants will complete an end of course evaluation

Progression

Successful completion of this MasterClass will earn the participant credits against the ICM Diploma in Professional Selling.

Contact

For further details of this and other performance improvement programmes and processes contact us at:



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