

Campaign and territory management

3 day course

Do you want to improve your account management skills?

What is the course?

- a practical course for Sales Representatives and Sales Managers who work on complex sales— where more than one person is involved in the decision — and in competitive environments or across a territory
- an integral component of all sales training programmes
- suitable as a ‘one-off’ course for experienced Sales Representatives & Sales Managers
- comprises: classroom tuition, practical workshops, case studies, individual coaching, peer and instructor feedback.

What are its objectives?

By the end of the course, participants will:

- understand the complex sales environment
- know some competitive strategies
- be able to assess and rank opportunities
- be able to plan and execute a competitive, winning sales campaign

What topics are covered?

- aligning sales activity to the customer’s buying process
- political selling
- the decision making unit
- calling on executives
- investment appraisal
- account planning
- competitive selling strategies
- assessing & planning opportunities
- the customers’ approval process

“The combination of simple workable tools and practice really brings home how good account management leads to better selling. It was time well spent”. (Client manager, OMAN tel)

For more information call Oroza Ltd. 01276 300101 or email skills@oroza.com or visit www.oroza.com
