

Sales Leader

A Program on Effective Sales Management

Duration: 16 Hours (2 days)

Batch Size: 16 -18

Level: Middle Management

Overview: The three axes, Concern for Sales, Concern for Salesmen, and Concern for The Organisation form the foundation of this program. This program is aimed at weaning away the sales manager from their erstwhile role of a sales executive. In their new role, they learn their link in the value chain and the skills and techniques required to manage a sales team effectively

Program Focus:

- Sales Strategy
- Sales Force Management
- Sales Force Engagement

DNA: *No more a Glorified Sales man*

