

# SALES PLANNING FOR SALESPEOPLE

## COURSE OVERVIEW



### Align your daily activities with organisational strategy to maximise results

- Understand your organisations objectives and strategies and how they impact your monthly sales and territory plans
- Forecast accurately and apply objective criteria for prioritising high return opportunities
- Enhance Account Management skills through use of databases, tools, research and planning
- Create and maintain strategic account plans

Successful sellers understand the importance of creating a structured sales plan that clearly details how they will achieve their sales goals, enabling them to plan ahead, create accurate forecasts and grow key accounts.

Sales Planning for Salespeople provides attendees with the skills and knowledge to create an effective sales plan, using available information, tools and processes to align daily activities with the organisations market, product and brand strategies. This course will enable salespeople to get the most from their territory and deliver on the organisations vision whilst managing their time successfully.

For further information visit [tacktmi.co.uk](https://tacktmi.co.uk). If you would like to speak to a member of the team call 01923 897 900 or email [uk@tacktmiglobal.com](mailto:uk@tacktmiglobal.com).



**Interactive and Practical Training Course**

**Available in-person or virtually**

**Visit [tacktmi.co.uk](https://tacktmi.co.uk) for further information**

### SUITABLE FOR:

Sales professionals who would like to create an effective sales plan

### YOU WILL LEAVE THIS COURSE ABLE TO:

- Understand your companies objectives and strategies and how they impact your monthly sales and territory plans
- Link objectives to daily work rate, direction of activity and knowledge and skills
- Create a strategic sales activity plan including products, markets and activities
- Effectively collect, analyse and interpret data from your CRM system to support with action plans
- Use social media to support and enhance your company's vision and values, research prospects and customers, market yourself and improve retention rates
- Create an effective social media campaign
- Manage your time effectively through our time management matrix, enabling you to focus on what is most important, remove distractions and keep control of your diary