



This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

## COURSE OUTLINE - Sales Management (First Edition)

**Course Number:** AX084-040

**Days:** 1 (6 hours)

**Description:** This ILT Series course teaches students the fundamentals of sales team management. Students will learn how to be successful sales managers, select sales professionals, build unity and trust in a sales team, interview successfully, train sales professionals, set performance standards, and conduct performance evaluations. Course activities also cover choosing a territory strategy, conducting territory reviews, developing and using sales forecasts, conducting sales meetings, and setting goals in meetings. Students will also learn how to motivate sales team members, implement compensation practices to keep top performers, identify and improve substandard performance. The manual is designed for quick scanning in the classroom and filled with interactive exercises that help ensure student success. Comes with a companion CBT program..

## Topic-Level Outline

### **Unit 1: Effective sales teams**

Topic A: Managing sales  
Topic B: Selecting sales professionals  
Topic C: Building relationships  
Topic D: Building trust in sales teams

### **Unit 2: Effective sales performance**

Topic A: Training sales professionals  
Topic B: Sales performance  
Topic C: Sales meetings

### **Unit 3: Managing sales territories**

Topic A: A territory strategy  
Topic B: Conducting territory reviews

### **Unit 4: Forecasting sales revenue**

Topic A: Understanding sales forecasts  
Topic B: Developing forecasts

### **Unit 5: Motivating sales teams**

Topic A: Motivating sales professionals  
Topic B: Measuring motivation levels  
Topic C: Improving sales performance

## ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (<http://www.collegeafricagroup.com>)

## ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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## EBOOKS AND ONLINE TRAINING

Excel Essentials 2013 [Ebook](#), workbooks, and solutions.  
Excel Intermediate 2013 [Ebook](#), workbooks, and solutions.  
Excel Advanced 2013 [Ebook](#), workbooks, and solutions.  
Excel comprehensive online courses, email for more details.



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