

Achieving sales objectives

Seminar objectives

The participants will

- Be able to know and use the fundamental criteria of setting targets and establish priorities to reach sales objectives
- Check their attitude to their customers, the market and their customer relationships
- Accept and use the methods of self-discipline, self-organization and self-motivation
- Be able to plan and to arrange attendance dates more efficiently
- Be able to delegate tasks
- Will be able to say “No” in the right manner
- See positive attitude, courage and consequence as keys to the conversion of setting objectives
- Learn to use motivation and enthusiasm as “flow effect” for their own achievement

Contents

- Goals and criteria of setting selling goals
- MbO
- Delegation
- Attendance planning, route planning
- Model of the world
- Attitude and behaviour
- Motivation
- Enthusiasm



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days