

# Industrial Sales Leadership

Leading Today's Sales Team for the Future



Part of the three modules  
**Certificate in Distribution  
Management [CDM]**  
Program

Other two modules:

- Inventory Management
- Operational Excellence

#### Who should attend?

- Sales Managers
- Sales Professionals
- Branch & Regional Managers
- Distribution Management Professionals
- Distribution Operational Personnel

#### Program Dates

26 January - 28 January 2010  
College Station, TX

#### Fees

\$1900 / Participant

#### Register Today

##### Web:

<http://readcenter.tamu.edu>

Fax: 979-845-4980

##### Mail:

Thomas and Joan Read Center  
3367 TAMU, Texas A&M Univ.,  
College Station, TX 77843-3367

#### To learn more about this program, contact

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#### Learning Objectives

This program will address:

- What is the role of Sales Force in the Supply Chain?
- How to develop sales strategies, goals and objectives?
- How to maximize margins?
- What is sales process definition?
- How to establish an agile and successful price matrix?
- How to manage conflict in sales force?

#### Program Outline

##### Principles of Sales Leadership in the Supply Chain

- What is Sales Leadership?
- Sales Force Impact on Supply Chain
- Sales and Demand Management Relationship

##### Developing Sales Strategies / Tactics / Goals / Objectives

- Determine and Document the Definitions
- Improving Written and Verbal Communication
- Internal & External Alignment

##### Sales Force Recruitment, Retention & Motivation

- Employee Recruitment
- Employee Retention
- Employee Motivation

##### Sales Forecasting & Budgeting

- Why Budget?
- Data Gathering
- Budgeting Methods
- Rationalization of Sales Budgets
- Vertical Segment Forecasting
- Product, Supplier, Customer Tie Ups

##### Growing/Increasing Sales & Profits by Analyzing/Developing Target Markets

- Cost of Sales
- Identifying the Potential Customer
- Prioritizing Sales Potentials
- Sizing the Market
- Matching Players (Skill Sets) to Clients
- SPIFFS & Bogeys

##### Sales Process Definition & Development

- Sales Territory Design and Development
- Pros & Cons of Transactional vs. Relational Sales
- Negotiation Techniques for the Branch Manager

##### Managing Conflict within the Sales Force

- Areas of Conflict
- Manifestations of Conflict
- Conflict Resolution Methods
- Conflict Outcomes
- Dealing with Emotions
- Types of Power

##### Training and Development for the Sales Force

- Development Plans
- Bench Strength
- Dirty Dozen Assessment
- PDCA (DISC)

##### Quality in the Sales Process

- Quality Definitions
- Customer-Related Processes
- Customer Satisfaction
- Voice of the Customer
- Root Cause Analysis
- Corrective & Preventive Actions

#### Program Overview

Selling is one of the core competencies of Distributors. Developing sales strategies, sales people and sales processes are the key to sales growth and profitability. This unique distribution focused sales development program focuses on proven approach to planning, development and sustaining a sales force. This course offers structured sales force development methodologies and tools.

#### Key Takeaways

- Understanding how to set Sales Strategies, Goals and Objectives
- Understanding Sales Force Recruitment and Retention
- Sales Forecasting and Budgeting Methodologies and Policies.
- Sales Process Definition and Development
- How to manage conflicts in Sales Force

#### Benefits

- Increase sales force capabilities to optimize effective sales techniques
- Increase sales by properly defining, planning, and developing sales force.
- Integral to the program is the interactive sessions bringing participants together to identify key elements and then working through problems to a sound solution to take back to their organizations.



#### Delivering Competitive Advantage through Education

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