

Advanced Sales Management and Execution

Category	Description	Purpose	Proposed Training Dates
Advanced Sales Management and Execution	Customer Lifecycle Engagement	<p>Introduction to Customer Relationship Management</p> <ul style="list-style-type: none"> Develop the skills necessary to create and manage your customer's organizational and corporate hierarchies Develop the skills to create a customer database with value added information and to track communication and shared information Training on how to create weekly and monthly communication plans to engage customers and prospects 	
	Sales Management and Execution	<p>Sales Management and Sales Execution</p> <ul style="list-style-type: none"> Learn the theory and gain the practical skills to improve lead generation through search engine optimization, use of social media, direct mail, newsletters, and marketing Develop skills to improve lead generation Training on the skills of advanced opportunity management: a sales technique for nurturing leads through to purchase order, including preparing a script, activity planning, communication tracking, and leveraging relationship insights Learn how to budget by creating and achieving customer budgets (yearly forecasting) Learn about and develop the skills to utilize sales information daily to make the most of each day 	
	Communication	<p>Communication Skills</p> <ul style="list-style-type: none"> Understanding the value of leveraging social media to raise awareness Learning the skills of social media marketing. Crafting the right message for each target market and target audience Training on synchronized marketing – consistent messaging across multiple channels to penetrate your target market with increased hits 	

		<ul style="list-style-type: none"> • Developing the skill to choose and use the right communication methodologies and to improve your messaging based on your consumer information and history • Develop the key skills to respond to RFPs with the right messaging for the sale 	
	Mobility	<p>Sales Management and Sales Execution Mobile Training on the skills necessary to maintain your leads while on the road</p> <ul style="list-style-type: none"> • Understand the correlation between responding to customers faster and increased sales. Learn how to stay informed and keep selling while away from your desk • Training on the skills needed to manage your sales leads remotely • Skills training on developing quotes and placing orders when away from the office 	
	Business Intelligence	<p>Business Intelligence</p> <ul style="list-style-type: none"> • Training on developing the skill to identify what information is needed to grow your business • Develop the skills necessary to use sales analytics and to make information driven decisions • How to manage your company's and your personal sales pipelines • Learn the accounting and forecasting skills to generate sales targets and then achieve them • Learn the skills necessary to empower your team for their individual sales roles, targets, tasks lists, and customers/prospect opportunities 	

Sessions: 10+

Frequency: Twice a week recommended

Hours: 20+

Instructors: Jacob Steinfeld, Ed Michitsch, Das Karia

Course Capacity: 1-12 attendees recommended

Cost: \$225-275/hr. Prices are subject to change.