

Strategic Sales Planning

Duration: 2-Days

Successful companies focus their efforts strategically by having a vision, mission and a strategic direction. As a sales leader your primary function is to ensure that your organization stays on track by planning and executing your sales plan.

At the end of this module you will be able to:

- Use industry standard analytical methods to assess business development opportunities within your region
- Develop strategic sales plans which support your company's or business unit's vision, mission and strategic direction
- Develop goals and tactics targeting new business and penetrating existing accounts.
- Allocate resources and delegate responsibilities
- Establish individual development plans based on employee strength and weaknesses

This cohort program is for intended for sales professionals and sales managers within the same organization or business unit.

Delivery Method:

Pre-work: Upon registration to the Sales Certification Program, participants are required to complete pre-work as follows:

- Reading assignments and application exercises
- On-line classroom and guided discussions facilitated by an RBI faculty member

RBI Lab Experience: Upon completion of the pre-work component, participants will attend a 2-day workshop at the Russ Berrie Institute for Professional Sales which will consist of:

- Reinforcement of the learning objectives presented in pre-work
- Behavior modeling and role-playing
- Feedback provided by RBI Sales Coaches
- Action Plans which serve as the basis for follow-up
- Role-plays are captured on DVD and provided to participants

Measurement: Program effectiveness is measured at 21, 60 and 90 day intervals.