

Tactical Sales Planning

Duration: 2-Days

In order to deliver on the strategic objectives of their managers, it's important that sales representatives create a practical roadmap for meeting and achieving their business development goals. In this program, sales representatives learn how to turn SMART goals into tactical action steps thereby providing sales managers with a practical way to benchmark and measure success.

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

- Conduct an opportunity analysis of your territory to identify realistic business development opportunities.
- Develop SMART goals for targeting new business and penetrating existing accounts.
- Document strategies and tactics for achieving goals which take into account the Who, What, Where, When and How?
- Develop a business development roadmap around activities that drive results.

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 participant

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