



First Select

Writing Strategic Sales Plan

Date	Venues	(\$)Fees	Book your seat
14 Dec -18 Dec 2025	Dubai	2900	Register Now

Objectives:

- To understand the implications of planning concept
- To familiarise the delegate with the range of tools and models available
- To develop skills to improve strategy development
- To dully understand the selling process and its role in company growth
- To be able to write an defective strategic sales plan

Who should attend?

Those involved in sales or marketing, in b2b or b2c, in the day to day business of marketing and selling, managers responsible for these staff, senior executives or those in the government sector who wish to improve their skills in writing effective strategic sales plan.

Course Outline:

What is planning?

- Sales as part of marketing
- Role of strategic planning
- The components of a sales plan

Steps to creating the plan:

- Where are we now?
- Where do we want to be?
- How do we get there?
- Forecasting
- Organizing the sales activates and sales resource
- Managing the cost of selling

Tools used in selling:

- Time management of the sales team
- Back office support
- Journey planning
- Improving sales performance through CRM
- Setting key accounts development plans

Segmentation:

- The elements of the product
- Difference between services selling and product selling
- Pareto and Ansoff

- Pricing strategies
- Promotional activates to increase sales
- Training and development

Monthly and quarterly reviews:

- Sales performance targeting and monitoring
- Sales force motivation and reward
- Putting your own plan together
- Presenting the plan's key elements to the group

WORKSHOP STYLE:

This will be a participative workshop with a mix of interactive learning sessions, exercises and discussions aimed to provide maximum impact and learning retention for all delegates.



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