



## **Building and Maintaining Sales Structure**

**Onsite or Virtual – 8 Hours – Optimum Class Size: 4-10 Participants**

### **Training Description**

For any organization to meet revenue and growth objectives, it is essential that Management and the Sales team work together cooperatively. Without a firm and easily understood sales structure, it is nearly impossible for these teams to achieve their growth objectives. Building and Maintaining Sales Structure teaches participants the analysis, reporting, and communication skills required to build and implement an effective sales structure. Through instructor-led presentations and group discussions, participants will learn how to analyze historical sales trends and how to develop accurate sales forecasts. Participants will learn how to effectively communicate sales performance and how to integrate projects intended to expand current company capabilities. When companies choose to support the improvement of their sales and customer-facing teams with structural and behavioral training, existing customer relationships expand, and access to new customers and markets becomes less elusive for businesses of all sizes. This training is delivered virtually or onsite and is intended for executive management, members of the sales team, or any other customer-facing management personnel (i.e. customer service, accounting, etc.).

### **Training Objective**

Participants will learn the skills necessary to analyze sales data within their company and use this information to develop an effective sales structure. Participants will be able to communicate the results of their analyses to manage and develop a sales plan based on the presented data. As a result of this training, participants will learn to identify and integrate projects that will enhance company performance.

### **Skill Attainment**

The Sales Structure training teaches the skills necessary to:

- Analyze historical sales trends and develop accurate sales forecasts
- Predict companywide sales performance including new business from existing or new customers
- Understand the structure for developing monthly/quarterly projected v. actual reporting for sales team and executive management
- Identify and results drivers for the operation
- Effectively communicate sales performance up to management and down to direct reports
- Identify, sell, and integrate projects that will expand company capabilities