

## Advanced Sales Management and Execution (Sales CRM)

Category	Description	Content	Proposed Training Dates
Advanced Sales Management and Execution	Customer Lifecycle Engagement	<p><b>Introduction to Customer Relationship Management for Sales</b></p> <ul style="list-style-type: none"> <li>• Develop the skills necessary to create and manage organizational and corporate hierarchies</li> <li>• Develop the skills to research customer businesses and their products and services to gain knowledge of a customer’s business and enhance sales opportunities</li> <li>• Training on how and why we track customer communication history and share information</li> <li>• Develop the skills to create weekly and monthly communication plans to engage customers and prospects</li> </ul>	
	Sales Management	<p><b>Advanced Sales Management and Sales Execution Skills</b></p> <ul style="list-style-type: none"> <li>• Learn the theory, application and importance of lead generation and develop the skill set to generate sales leads</li> <li>• Training on the practical skills to improve lead generation through search engine optimization, social media, direct mail, newsletters, and marketing</li> <li>• Develop 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</li> <li>• Learn how to budget by creating and achieving customer budgets (yearly forecasting)</li> </ul>	

		<ul style="list-style-type: none"> <li>Develop the skills to utilize and interpret sales reports daily to make the most of each day</li> </ul>	
	<b>Communication</b>	<p><b>Advanced Communication Skills</b></p> <ul style="list-style-type: none"> <li>Understanding the value of leveraging social media tools to raise awareness</li> <li>Develop your social media marketing skills. Learn the skill of crafting the right message for each target market and target audience</li> <li>Learning the skills of synchronized marketing – consistent messaging across multiple channels to penetrate your target market with increased hits</li> <li>Developing the skill to choose and use the right communication method to improve your messaging based on your customer preferences</li> <li>Develop the key skills to respond to RFPs with the right messaging</li> </ul>	
	<b>Mobility</b>	<p><b>Advanced Sales Management and Sales Execution Mobile</b></p> <ul style="list-style-type: none"> <li>How to stay up to date when on the road</li> <li>Learn the correlation between responding to customers faster and increased sales</li> <li>Develop the skills to stay informed and keep selling while away from your desk</li> <li>Learn the skills necessary to manage your pipeline remotely</li> <li>Skills training on how to develop quotes and orders on the road</li> <li>Develop an understanding of security risks with mobile work and learn the necessary skills to ensure that company and customer information is secure in a mobile environment</li> </ul>	
	<b>Business Intelligence</b>	<p><b>Advanced Business Intelligence</b></p> <ul style="list-style-type: none"> <li>Develop the skills necessary to use sales analytics and to make information driven decisions</li> <li>Develop the skills to manage the company wide and your personal pipeline</li> </ul>	

		<ul style="list-style-type: none"> <li>• Learn the accounting and forecasting skills needed to generate sales targets and then achieve them</li> <li>• Learn the skills necessary to empower your team in their individual sales roles to hit their targets and task lists</li> <li>• Learn the skills necessary to ensure customer privacy when sharing information within and across departments</li> </ul>	

**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.