

COMMERCIAL DIRECTOR 2.0

How to get most out of your sales department

DEPARTMENT MANAGEMENT: MANAGEMENT CYCLE

Who is an ideal ROP? “Commercial Director” or “Commander”? 6 key skills and 3 management levels. PKK-approach for KD. 2 key skills of a Chief Sales Officer: consistency and communications.

Case study: Phone call in “Reality” format with a manager

CONVERSION AND MISTAKES ANALYSIS

“Inaction” index: missed time and earnings caused by an ineffective sales department. How do your employees really spend over 50 percent of their working hours? Employee’s working day. Excel or CRM. Sales goals and average purchase amount. Client relations history and conversion. 7 elements of the purchase funnel. How much does a restart cost?

BUSINESS PROCESS

Business process: from restaurant to industrial enterprise. RAR-approach. 4 steps of business process: IKT – CRM – Remind – Action. BP for 3 directions: incoming and outgoing requests, work in sales area. Recording calls. Sales scripts. Working on the first 10 seconds of the conversation with a client: how to improve managers’ negotiating skills. Typology and mistakes in scripts, what information can we get from phone call records via CRM or online services? Commercial proposal: Marketing-kit in pdf or rather a different format? Clients segmentation. 10 payments among 4000 contacts or 10/400? The Ansoff Matrix: 4 strategies from market penetration to diversification. SNW-analysis instead of SWOT in strategy and structure.

SALES DEPARTMENT AUTOMATION: DO IT YOURSELF

14 steps to implement business process automation. Managers’ zones of influence, territorial division: how to avoid conflict of interest. Approaches to priority assignment with active customers 1000-5000. OB/AB – division. ABCD-analysis. How to teach a manager to set priorities and not to waste time and efforts on “accidental” clients. 2 key indicators for a commercial director. Efficient 28-minute meetings. 3 key tasks of a sales department: “Louis”, “Hunter” and “Former”. How to keep a client. Techniques to “raise” a client. 7 steps to implement CRM. Comparison of Top-5 CRM systems.

MOTIVATION FOR HIGH PERFORMANCE

Gang or team? Financial rewarding as motivation for sales managers. How to pay salaries? Fixed part and 3 effective bonus schemes. Payment model: “B-A-D”. How to pay to a marketing specialist? Various approaches to motivate sales department employees of sales department: financial rewarding, gamification by MVIDEO, etc. How to improve performance of a salesperson other than changing a reward system? Motivational speaking. Formulas for wages calculation according to the company’s goals. Algorithm of conversation with an employee.

CONTROL AND PLANNING

3 key elements of control – the entire theory in one formula. 9 techniques for transparent control. “Halifax” control. 7 techniques for invisible control. High quality feedback. Guidelines for a constructive feedback: the art of giving feedback that motivates for achievements and further development. Implementing changes.

RECRUITING. EVALUATION. DISMISSAL.

4 ways to increase the flow of candidates. How to assess candidates who are trained for job interviews. “Reality” case studies: assess a candidate within 30 seconds. Hiring candidates with high potential while offering a non-competitive salary. Delicate dismissals. How to fire an employee and keep good relations? Harvey Mckay’s principle.