

# FIELD SALES MANAGEMENT

This course will provide new and experienced sales managers with both theoretical and practical skills needed to succeed in the workplace. Emphasis will be on managing the sales team, understanding the marketing environment, conducting operational sales planning and developing result-oriented selling skills.

## Learning Objective

Participant will:

- Set standards of performance with sales people
- Manage sales team performance
- Acquire leadership skills
- Acquire techniques of sales forecasting
- Know how to control sales
- Understand factors that influence profits
- Motivate the sales team for peak performance
- Use time better and manage territory effectively

## Learning Contents:

- The making of an effective sales manager
- Analysing the marketing environment
- Writing and developing a sales plan
- Understanding segmentation, targeting and positioning
- Sales forecasting and target setting
- Designing, Managing and planning sales territories
- Coaching, mentoring & feedback skills
- Analysing the financial potential and performance of customer accounts
- Communicating and influencing skills
- Emotional intelligent
- Managing high Performance

- Sales negotiation
- Building sales networks
- Competitor analysis
- Developing and using customer insights
- Managing resources to meet sales targets
- Managing and controlling sales performance
- Building & leveraging on team members' strengths and weaknesses
- Managing remote teams

**Fee:**

<b>Physical</b>	<b>Virtual (local)</b>	<b>Virtual (International)</b>
₦ 250,000.00	₦ 209,900.00	\$ 165.00

Discount off regular fees for open Programme: 3-5 nominations 5%

Programme also available as in-plant. Fee: Negotiable.

**Who Should Attend?**

Newly appointed sales managers, field and regional sales managers as well as candidates for promotion to sales management positions

**Date:**

March 4 – 6,

July 8 – 10,

November 11 – 13, 2026.

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