



# Sales Management

*Sample Schedule*

Day 1	Day 2	Day 3
<p><b>Welcome/Introduction/Logistics</b> <i>8:00 a.m. – 8:15 a.m.</i></p> <p><b>The role of sales management in the current (down) economy</b></p> <p><i>8:15 a.m. – 12:00pm</i></p>	<p><b>Execution through People</b></p> <p><b><i>Setting Roles &amp; Objectives</i></b> <b><i>Coaching for Performance</i></b></p> <p><i>8:15 a.m. – 12:00pm</i></p>	<p><b>Managing the Business</b></p> <p><b><i>Pipeline Management &amp; Forecasting</i></b></p> <p><i>8:15 a.m. – 12:00pm</i></p>
<p><b>Lunch</b></p>	<p><b>Lunch</b></p>	<p><b>Lunch</b></p>
<p><i>1:00 p.m. – 5:00 p.m.</i></p> <p><b>Key sales management components</b></p> <p><b>Planning the Business</b></p>	<p><i>1:00 p.m. – 5:00 p.m.</i></p> <p><b>Execution through People</b></p> <p><b><i>Sales Force Development</i></b></p>	<p><i>1:00 p.m. – 5:00 p.m.</i></p> <p><b>Managing the Business</b></p> <p><b>Wrap up and Program Evaluation</b></p>
<p><b>Focus: Overview and Planning</b></p>	<p><b>Focus: All about the People</b></p>	<p><b>Focus: Systems and Methodology</b></p>

\*Sample schedule. Subject to change.