



# Managing the Sales Office

**Every business has someone who is responsible for the sales office. This Master Class is designed for these people.**

Managing the sales office in today's tough business environment needs a multiplicity of knowledge and skills. Technology is still changing fast. Customers' expectations continue to remorselessly increase. Small sales teams and shared responsibilities put heavier workloads and pressures upon the people who are managing this part of the business.

The sales office is a nerve centre, which relates with and so effects many other key parts of every business. **'Managing The Sales Office'** gives delegates new know-how with which they can make their own sales office a great deal more effective and thus those other key parts also more effective.

In just one day, delegates learn dozens of ways to crank up the performance of their sales office staff and the overall profitability of their business.

Delegates learn how to focus on profit improvement in the midst of the day to day pressure and stress of keeping all the other balls in the air. Thirty-eight specific profit improvement Action Plans are discussed in detail. Using these, delegates prove to themselves how EASY it is to DOUBLE current net profit before tax, over and above whatever profit improvement targets have already been set for their department.

## Course objectives

- How the key functions of the sales office manager can knit together with the unique Xel Training SIBMAP Master Plan to bring continuing profit improvement to every part of the business

## Delegates will learn

- How to use the SIBMAP master action plan
- How to find the time to manage and motivate effectively
- The pursuit of profit...individual and syndicate exercises
- How to develop customer friendly systems
- Techniques for getting paid faster
- How to bring proposals and quotations into the 21st century
- How to focus your internal salespeople, individual and syndicate exercises
- How to monitor leads from sales promotion
- How to analyse the customer base and service low potential accounts profitably
- How to bring in the sales forecast
- How to handle complaints and how to motivate with office notices