

# Sales Management Services

## Level 2 – Sales Management

### What Is It?

The EBS Sales Management service is designed to provide a practical hands-on approach to developing the Sales Managers role. Good sales people don't always make good sales managers and as the interface between the sales teams and the management of a business, the Sales Manager has a key role to play in motivating their teams to achieve not only their personal goals but the goals of the company as well.

The EBS programme covers the key aspects of the Sales Manager's role:

- Sales planning
- Team building and motivation
- Setting goals and targets and personal objectives
- Managing and interpreting Management Information obtained from CRM systems
- Managing and developing Key Account strategies

The EBS programme has been developed by experienced sales managers who have had many years experience in the role.

### What are the advantages to my organisation?

- Access to qualified and experienced sales management professionals, typically with 20+ years of experience.
- A programme designed to meet the specific needs of the organisation and the individual.
- A programme guaranteed to achieve results by applying a simple but well practiced approach to sales management.
- Long term benefits to the individual and the teams they manage.
- Confidence that the sales function is being well managed resulting in long-term benefits to the Company.

### What Is Included?

The EBS Sales Management programme applies established principles to the unique needs of individual organisations. In order that we can adapt our programme to meet your needs, we include the following:

- **Initial one-to-one meeting** – this is an informal discussion to gain an understanding of the requirements and for you to address any specific areas of concern. After the meeting EBS will be able to fully assess the extent of work that may be needed and the costs involved.
- **Sales Planning** – after the programme the Sales Manager will be able to put together a sales plan that will fulfil the goals of the organisation. They will be able to carry out accurate sales forecasts which truly reflect the dynamics of the market in which they operate.

- **Team Building and Motivation** – The Sales Manager will be able to efficiently manage the needs of their teams and motivate them to achieve their personal and corporate goals.
- **Setting Goals, Targets and Objectives** – Sales Managers will be able to not only do this to reflect the needs of the organisation but also the personal development of the individuals. They will know how to manage this on an on-going basis.
- **Using Management Information** – They will be able to obtain and interpret information from a CRM system and understand how to use this information in the management of the sales funnel.
- **Key Account Management** – A key element of sales management is not only obtaining new customers but holding onto the ones which already bring the majority of the business. After the EBS programme, the Sales Managers will be able to implement an effective strategy for managing and developing these accounts.

## What Does It Cost?

The fees for the use of the EBS Sales Management programme will vary according to the extent of the work involved. An initial meeting would take place free-of-charge to listen to your needs and ideas after which an accurate assessment of the time required will be made, a firm quotation will follow.

EBS will always make sure to offer a best value for money proposition and will agree fee rates in advance and hold them for a specified period. Alternatively, where there is an agreed scope for a complete project, a fixed fee can be agreed in advance to cover all relevant activities and expenses.

The EBS Sales Management programme is generally delivered on a day rate basis, currently charged at **£750/day + VAT**.

## About EBS Sales Management Services

EBS Sales Management is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of sales management services includes:

- Level 1 - Sales Team Performance Audit
- Level 2 - Sales Management (including sales and management process definition)
- Level 3 - Sales Team Training including Customer Service
- Level 4 - Sales Management Coaching and Sales Executive Coaching
- Level 5 - Strategic Sales Management working at Board Level
- Level 6 - Interim Sales