The M6 Educational Centre
Cordially invites you to a
Business Seminar on:

“Effective Sales Management Skills”

Featuring

Zoran Kostovski and Ranko Bezar
Motiva Management Consulting

On

19th and 20th October 2011
at
The M6 Educational Centre

It would be our great pleasure to have you attend this seminar. If you would like to find out more and register, please click here.

We hope you will be able to join us at this exciting event.

Sincerely,

Dimitar Osmanli
Executive Director
M6 Educational Centre Business Seminar on:

“Effective Sales Management Skills”

Workshop Overview

Sales Management is an evolutionary process within an organization, and needs a continuous implementation of new trends and ideas in order to be improved. This workshop provides an introduction to the current trends in sales management, and helps sales managers better structure their sales management process, apply practical sales management skills, and implement a customer-centered selling approach, while improving the sales negotiation tactics and maintaining long-term relationships with customers.

Who Should Attend

• Sales Professionals of Middle Level Management and Senior Sales Staff

How Will You Benefit?

• Gain more knowledge in newest sales trends
• Win respect by building your sales management skills
• Use a customer-centered selling approach to provide value
• Make changes to sales methods and activities
• Apply a structured approach to sales management process
• Manage the customer relationship on an ongoing basis
Effective Sales Management Skills
19.10.2011 and 20.10.2011 11:00 – 15:00 hrs
M6 Educational Centre, 810 Street, 1000 Skopje

Day 1 (19.10.2011)

11:00  Registration and Coffee
11:30 – 13:00 Module 1:  
- Introduction to Sales Management  
- Current trends in Sales Management  
- The Sales Platform Concept

13:00 – 13:15 Coffee Break

13:15 – 14:45 Module 2
- Phases of the sales process  
- Customer Centricity Approach  
- Strategies to maintain communication with a customer

Day 2 (20.10.2011)

11:00  Registration and Coffee
11:30 – 13:00 Module 3:  
- Sales Negotiation  
- Negotiation tactics  
- Negotiation Case Study

13:00 – 13:15 Coffee Break

13:15 – 14:45 Module 4
- Best practices in sales skills today  
- Sales methods and activities  
- Exercise