

# Program overview

# Sales activity management

This program gives a structured model with which to analyze and manage sales activities, thus improving sales results. It is based on Mercuri's **RAC-PASS** model – **R**esults are a consequence of the salesperson's **P**ortfolio, on which some **A**ctivities are performed based on personal **C**ompetencies. By analysing all these components, it is possible to develop a **P**lan of **A**ction that also includes a **S**upport and **S**upervision program.

# **Audience**

Both sales managers and sales professionals could benefit from a clear and effective structure to analyze, measure and steer sales performance

# **Duration**

Digital content: 2 hours 30 min

# **Delivery format**

100% digital or in combination with face-to-face or virtual classroom

Storytelling approach with a sales representative and their manager or colleague. Videos, exercises, questionnaires, downloadable documents, interactive scenarios, digital case study and open forums to connect with the community. All materials are compatible with laptops, tablets, and smartphones

# Program overview

The **RAC-PASS** model helps analyze the factors that influence sales results in order to develop an appropriate plan of action. This will ensure that results achieved are in line with the sales policy of the company.

# Competence

- Knowledge
- Know-how
- Motivation

# **Mobilize**

- Manager
- Sales rep

# Sales activity

- Quantity
- Direction
- Quality
- Plan sales activity

# **Customer portfolio**

- Quality of Commercial Relationship
- Attractiveness (incl. potential)
- Number of customers

# Results

- Sales policy
- External Factors
- Internal Factors

# Content overview

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### Introduction

 Understand what the RPAC-PASS methodology is about and how it links all the elements together 2

## **RPAC - Results**

 Analyze the correct indicators to understand the structure of sales results and how close it is to the target 3

## **RPAC - Portfolio**

 Learn how to objectively analyze the strengths and weaknesses of the customer portfolio to forecast income with more precision

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# **RPAC - Activities**

• Understand how to improve the effectiveness of sales activities by taking into consideration the key indicators

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# **RPAC - Competencies**

 Discover what key competencies should be developed to carry out the activities needed to achieve sales results. Do this by learning how to read the results, portfolio and activities analysis outcome 6

# PASS - Plan your future

 Create a sales action plan based on the results of the RAC analysis and define what kind of support and supervision is needed to achieve target results

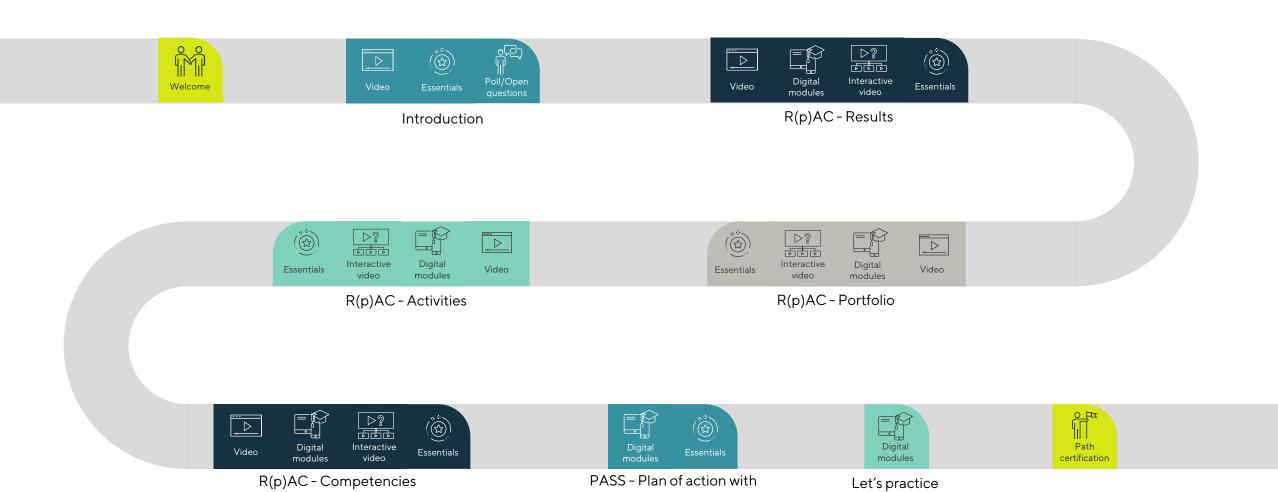
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# Let's practice!

 Look at the data provided and analyze the Results, the Activity and the Competence of each member of your fictional team in this case study.



# Learning path



support and supervision



RAC Model case study



# Grow your people Grow your business