



Sales activity management

Mercuri International

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

1

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

4

RPAC - Activities

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

5

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

7


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




Welcome



Video




Essentials




Poll/Open questions


Introduction




Video



Digital modules




Interactive video




Essentials


R(p)AC - Results




Essentials



Interactive video




Digital modules




Video


R(p)AC - Activities




Essentials



Interactive video




Digital modules




Video


R(p)AC - Portfolio




Video



Digital modules



Interactive video



Essentials

R(p)AC - Competencies




Digital modules




Essentials

PASS - Plan of action with support and supervision



Digital modules

Let's practice
RAC Model case study



Path certification



Grow your people
Grow your business