



Making sales strategy happen

Mercuri International

Program overview

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The ability of thinking strategically and developing a sound strategy is extremely important for sales managers. Only by formulating and following a winning strategy you can ensure your company's long-term success.

In this course, you will explore what is a strategy, how to formulate one and organize the right resources to execute it, and finally, what skills you need to think strategically as a manager.

Audience

Sales managers and sales professionals who want to learn more about creating and executing a winning sales strategy.

Duration

Digital content: 1 hour.

Delivery format

100% Digital or in combination with face-to-face or virtual classroom.

Interactive modules, videos, examples, practical exercises, questionnaires, downloadable documents, and open forums to connect with the community.

All material is supported on laptops, tablets and smartphones.

Content overview

1

Strategic sales management

- Discover what defines a winning strategy, and how you can formulate, plan and execute one together with your sales team

2

Strategic thinking


- Learn how you can develop a strategic thinking mindset as a sales manager, to ensure your company will keep being successful in future years

3

Let's think strategically!

- Create a winning sales strategy and help your team execute it

Learning path

 Also available including face-to-face or virtual sessions along the path



Welcome



Poll



Digital
module



Essentials

Strategic sales management



Interactive video



Open
question



Digital
module

Strategic thinking



Final quiz



Path
certification



Grow your people
Grow your business