

Scandinavian Academy
Training Center

Mobile | 00966536473335 : Mobile | 00966112695229 : Phone : 00966552365295
Email | info.en@scandinavianacademy.co Web site:https://scandinavianacademy.co/en :
Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Strategic Sales Planning and Territory Management

Code	City	hotel	Start	End	price	Language - Hours
SM-481SA	Jeddah	Hotel Meeting Room	2026-12-20	2026-12-24	9950 SR	En - 25

Objectives

By the end of the conference , participants will be able to:

- Analyze the process of sales planning and territory management.
- Practice the effective ways of setting goals, developing sales activities and managing time effectively.
- Use relevant tools for route structuring and territory management.
- Apply the methods of effective territory management and strategic selling.
- Revise sales strategies and provide proper sales training for sales force.
- Successfully choose, target and manage a territory, maximizing growth and profit.

This Program is designed for

All sales managers, supervisors, key account sales people and other senior sales staff. This program is worth 25 NASBA CPEs.

Outline

Overall Planning Process

- Overview of Sales Management
- Activities Involved in Implementing a Sales Program
- Evaluation and Control of Sales Force Performance
- Supervisor Sales Training Program

Management of Self

- Time Management Techniques for Sales Professionals
- Sales People Time Analysis
- Managing Your Time for Better Sales Results
- Corporate Training for Better Account Management

Territory Management

- Generating New Accounts
- Computing the Cost per Call and Number of Calls Needed to Close a Sale
- ABC Account Classification and the Portfolio Model
- Designing Sales Territories Using Build-up and Breakdown Method
- Routing Patterns

Sales Force Structure and Organization

- Generalist and Specialist Sales Forces
- Dividing the Sales Force

Strategic Selling

- Buying Influences and Red Flags Identification
- Working the Sales Funnel
- How Sales People Think, Feel and Behave
- Establishing Control Systems
- Major Account Sales Strategy
- Discover their Sales Strengths
- Proactive Sales Management
- Advanced Selling Strategies
- Secrets of Great Sales Management

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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المملكة العربية السعودية - الرياض - حي الخليج - شارع الشيخ عبد العزيز بن عبد الرحمن بن بشر - 13223 - مكتب رقم 5
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