



sales
management
force marketing performance training
tools effective enablement
efficiency consulting process



- **Learning Pyramids**
- **Sales Management Definition**
- **Sales pipeline Definition**
- Importance of Sales Management
- **Functions of Sales Manager.**
- **OBJECTIVES of Sales Management**
- **Sales planning**
- **Forecasting & Sales Budget**
- **Relation with other Dept. ---**
- **KPI's**



Learning Pyramids - William Glaser

- 10% of what we **Read**
- 20% of what we **Hear**
- 30% of what we **See**
- 50% of what we both **See** and **Hear**
- 70% of what is **Discussed** with each other
 - 80% of what we **Experience** personally
- 90% of what we **Teach** to someone else

Sales Management Definition

- The process of **planning**, **directing** and **controlling** of personal selling .
- Including : **recruiting** , **selecting** , **equipping** , **assigning** , **supervision** and **motivating** the personal sales force



Sales pipeline definition



Importance of Sales Management

Making Revenue

Achieving organization targets / Goals

Linking between organization and customers

Success sales Dept. moving company from loss to profit

Motivating Sales team to achieving company goals

What would
you like to be ?
Manager
Or Leader



Share information

10 Management tips for Great Leaders

Say thanks

Empower through delegation

Adjust your style

Set small milestones

Have fun

Remove obstacles

Give feedback

Raise your hand

Focus your time 80/20

Hazem EL Mahdi

9/14/2022



The functions of sales management



Functions of Sales Manager.



Managing the sales force



Supervising

Work smart

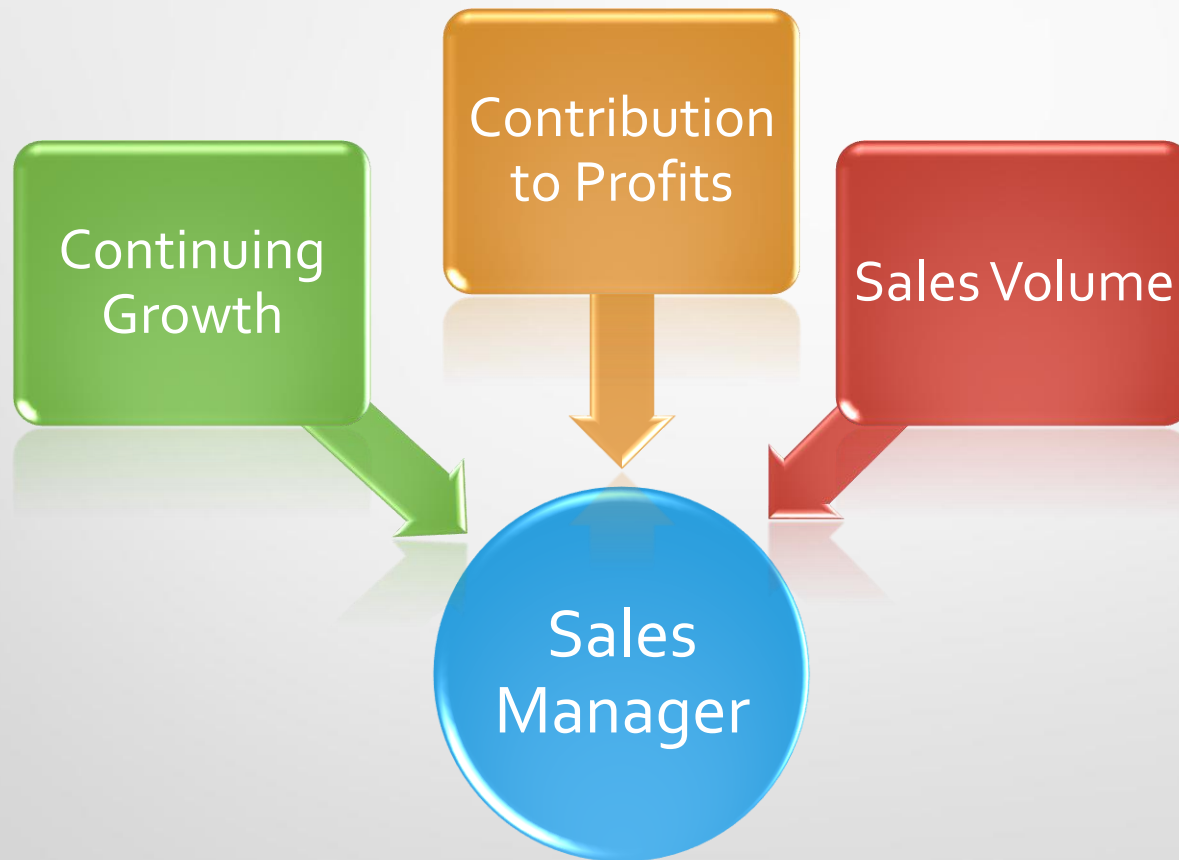
Doing right things in
the right time

Motivating

Encourage to work
hard

Energetically toward
sales force goals

OBJECTIVES of Sales Manager



Making Sales Management Effective

- Vision
- Market Focus
- Clear Guidance
- A good team / team work
- Spending time with the team
- Motivation
- Good communication
- Sales excellence
- Innovation
- Leadership



OBJECTIVES of Sales Management



Sales operations

Building the team ... sales team backbone of the company



Direct connection between the products and the customers.
sales team should feel like they are a part of the company and be equipped to move it forward.

You can set your team up for success by giving them high yet realistic targets, which you'll be able to track to measure future success

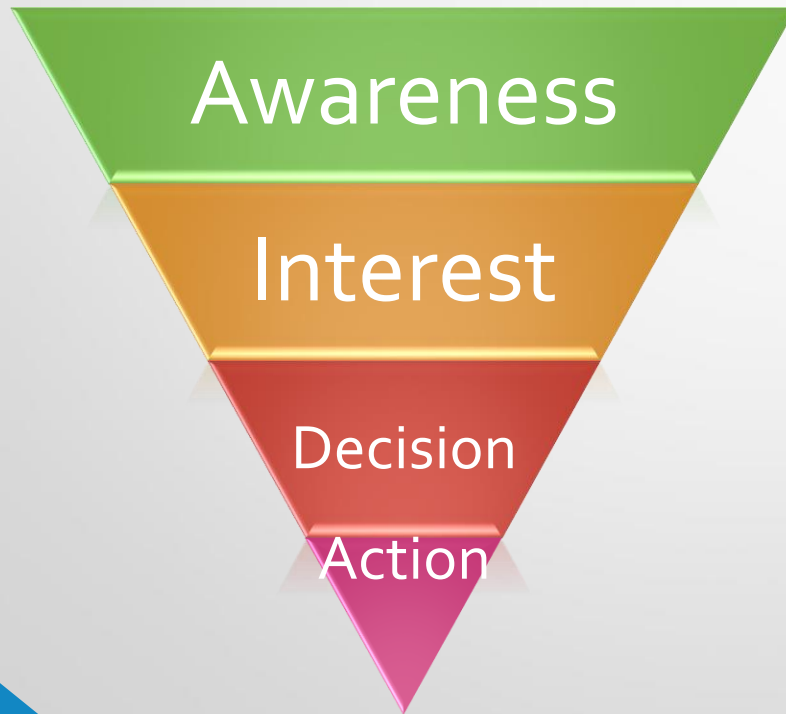
You must therefore:
Set Target
Assign Territories
Establish goals and quotas

Sales strategy

Sales strategy is very important part for the company to increase their financial situation and improve the relationship with the customers.



The AIDA Sales Funnel



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9/14/2022

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Sales Analysis



Reporting :Reporting is what allows you to understand how your current efforts **affect** your **company's success** and gives you insight into what **you can do** to increase your efforts, whether it's hiring more salespeople, or whether the salespeople should be making more calls or doing more demos.

Report using **sales metrics, or quantifiable indicators**, that tell you how each aspect of your **sales operations is performing and whether you are achieving your targets**.

With the standard sales funnel, you should be able to measure these four metrics:

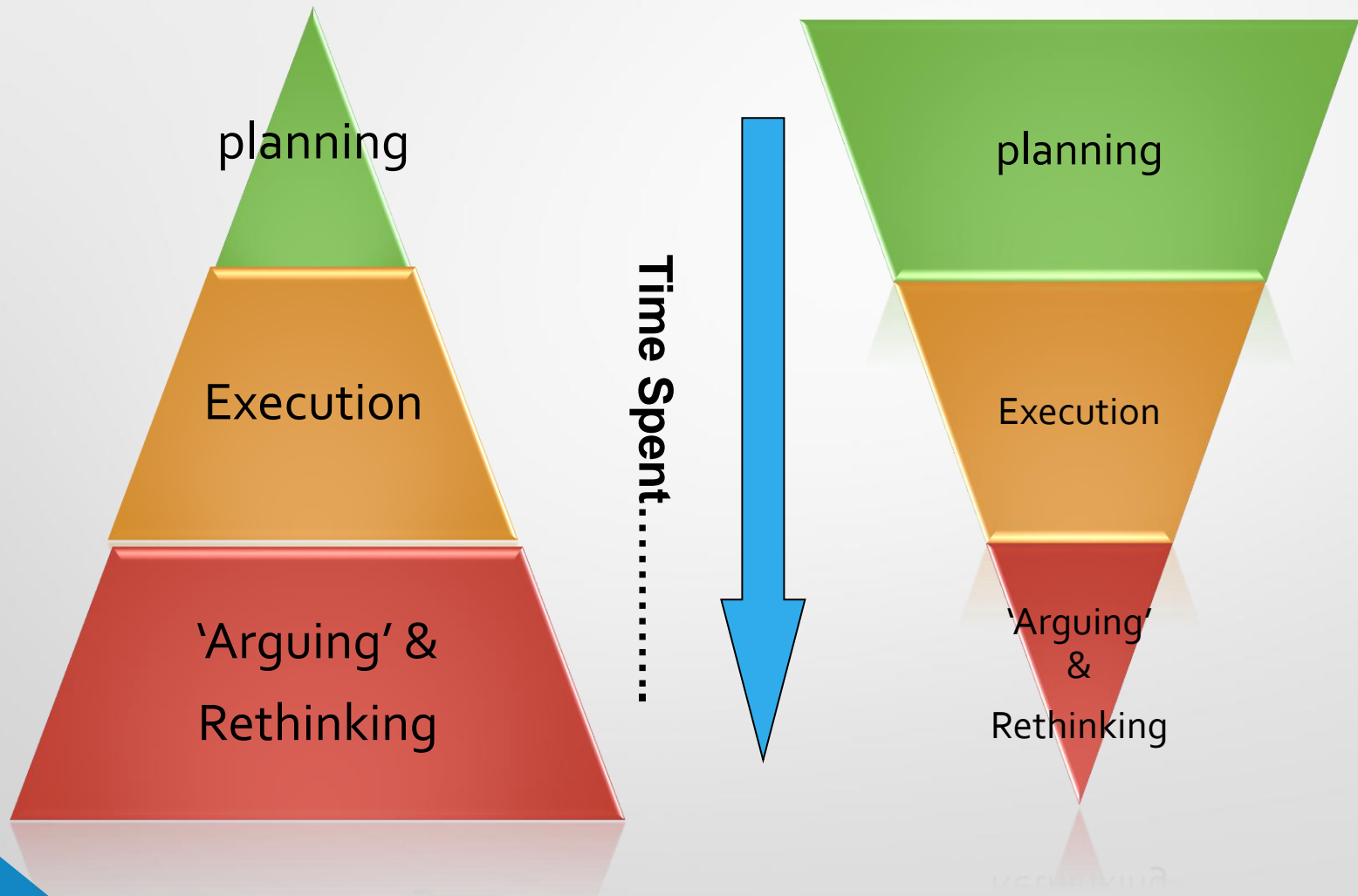
- ✓ **Number of deals in your funnel**
- ✓ **Average size of a deal in your funnel**
- ✓ **Close ratio, or average percentage of deals that get won**
- ✓ **Sales velocity, or average deal lifetime before it is won**

Collecting data will allow you to find your ideal customer quicker, and reach and serve them faster.

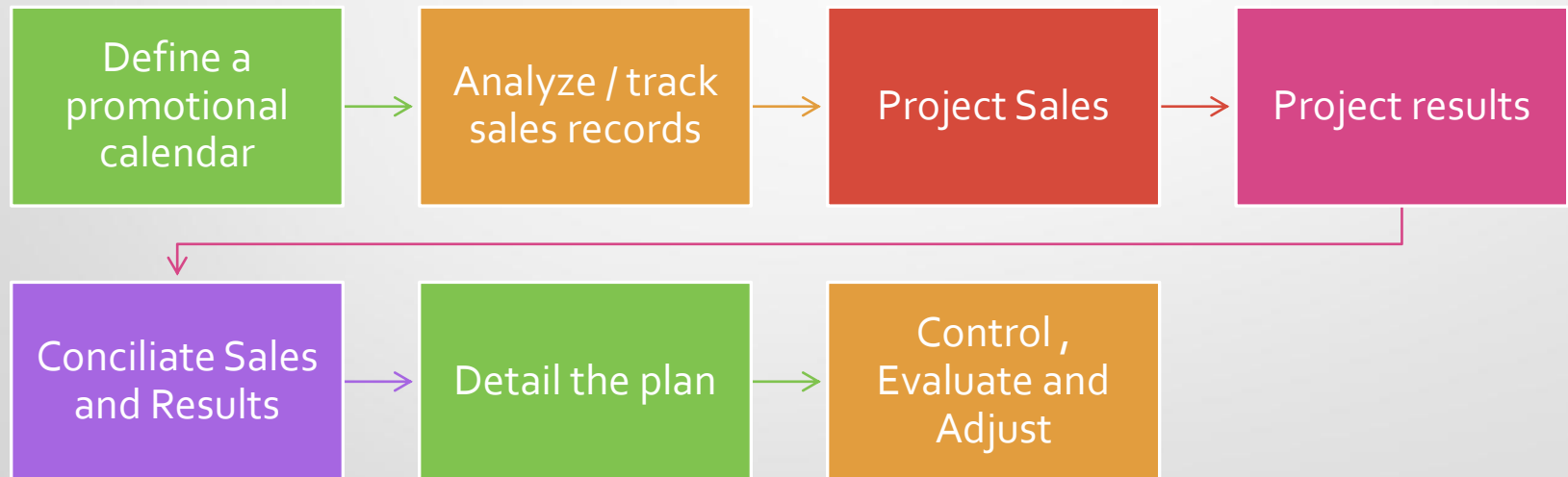


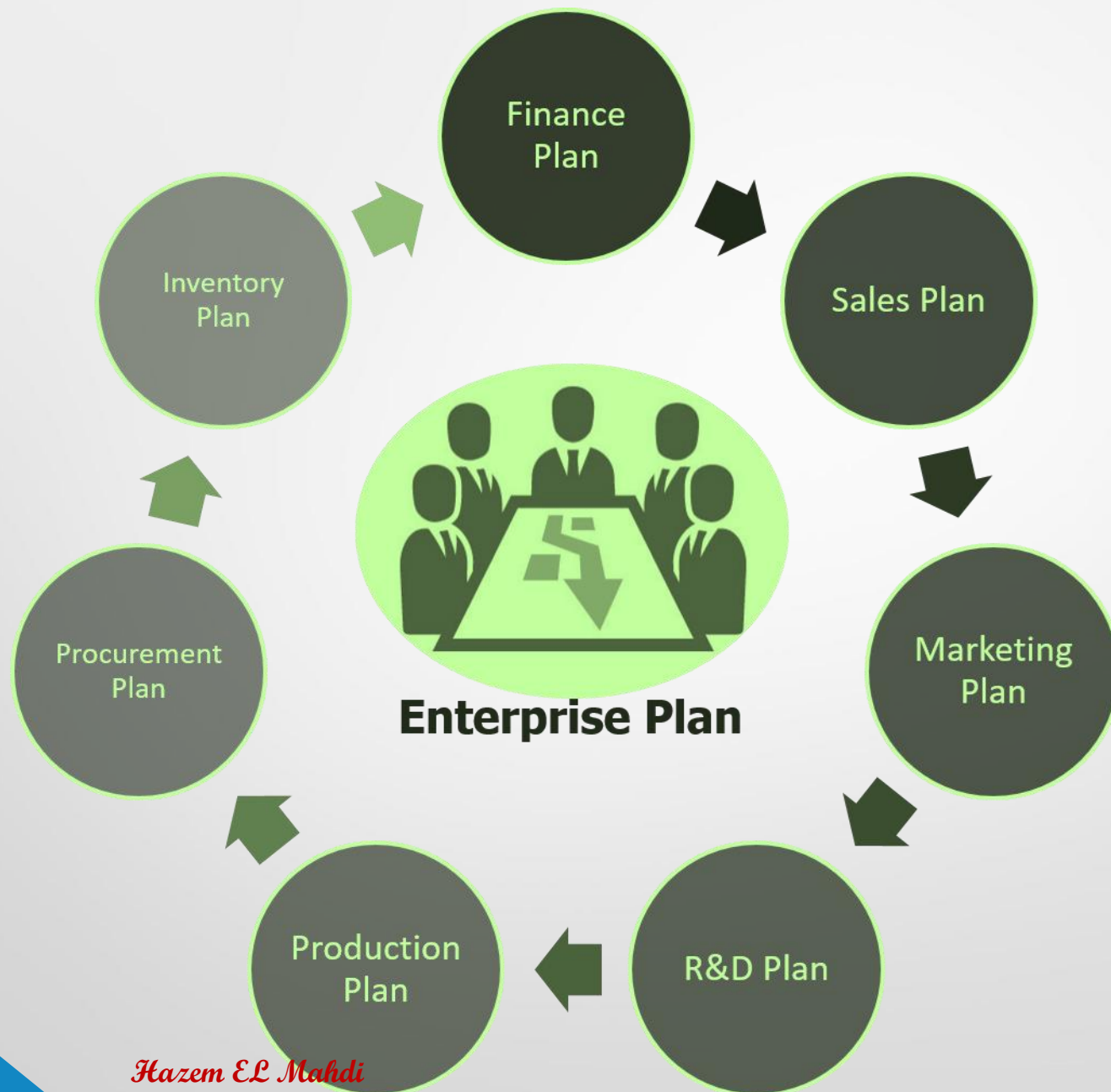
Sales planning

Planning Funnel



7 steps of Sales Planning





Sales planning Process



1st Analyses

To determine where you are going you first have to see where you have been.

Some questions to ask yourself are:

- **What business are we in?**
- **Who are our customers?**
- **Where did most of my sales come from?**
- **Where do we want my sales to come from?**
- **What are some external/Internal factors that can impact my sales?**
E.g.. Industry trends, Technology, Competition, Business Environment etc..



2nd Set your Goals

- Some samples:
- Achieve 1 Million in New Sales by December 31st, 2017
- Sell 2 Corporate wide Licenses by December 31st, 2017
- Grow Distributor Network by 30% by December 31st, 2017
-



3rd Step Develop the Sales Plan



This is the meat of your **sales plan** and is the most critical in helping you **achieve your goals**. It should outline all the strategies and tactics that you are going to use to overcome the difficulties that you may face in meeting your goals.



Sales forecasting /Budget



Forecasting

Sales forecasting



For period
up to 3
months
ahead .

Short-term



For 1 year
ahead .

Of the most
importance
in the area of
business
budgeting

Medium-terms



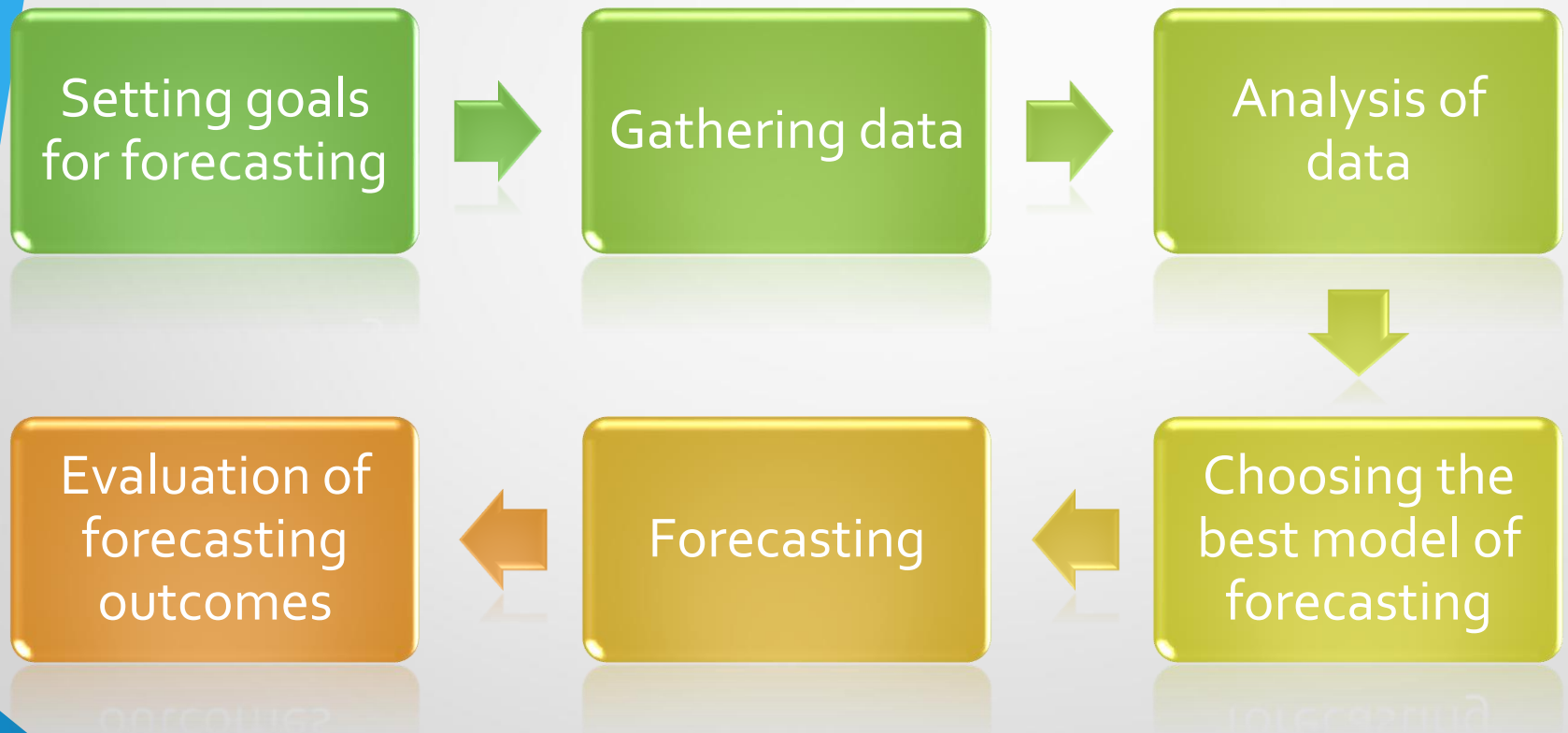
For periods
of 3 years
and
upwards.

Needed
mainly by
financial
accountants
for long-
term

Long-term

resource
implications

Sales forecasting process

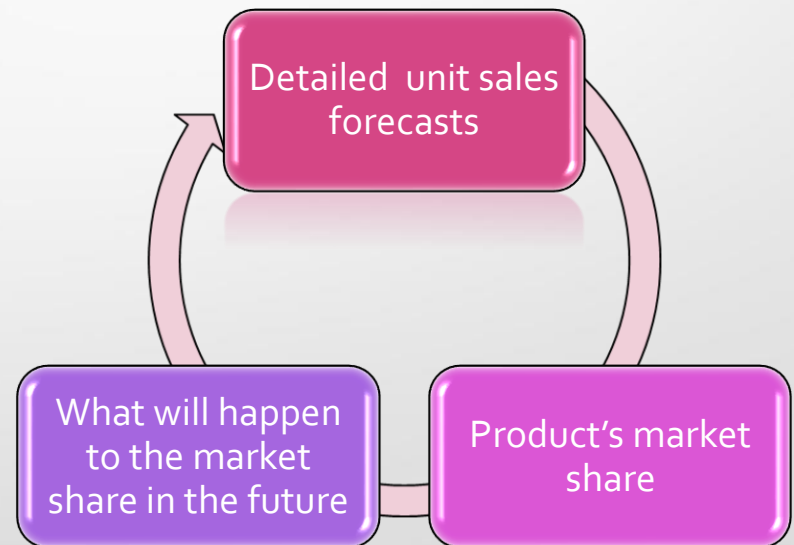


Types Of Forecasting

Macro forecasting



Micro Forecasting



Major factors considered when forecasting sales :





Sales forecasting Methods

Qualitative

- Executive opinion
- Delphi method
- Salesforce composite
- Survey of buyers' intentions
- Test Marketing
- =====
- Used when situation is vague & little data exist:
 - New products , New technology.
 - Involves intuition , experience.
 - E.g., forecasting sales on internet / communication

Quantitative

- Moving averages
- Exponential smoothing
- Naïve/ Ratio method
- Regression analysis
- Econometric analysis
- =====
- Used when situation is stable & historical data exist.
 - Existing products / current technology.
 - Involves mathematical techniques.
 - E.g., forecasting sales of cars / color televisions / beverages

Approaches of forecasting

- 1- Top-down / break-down

Forecast relevant external environmental factors

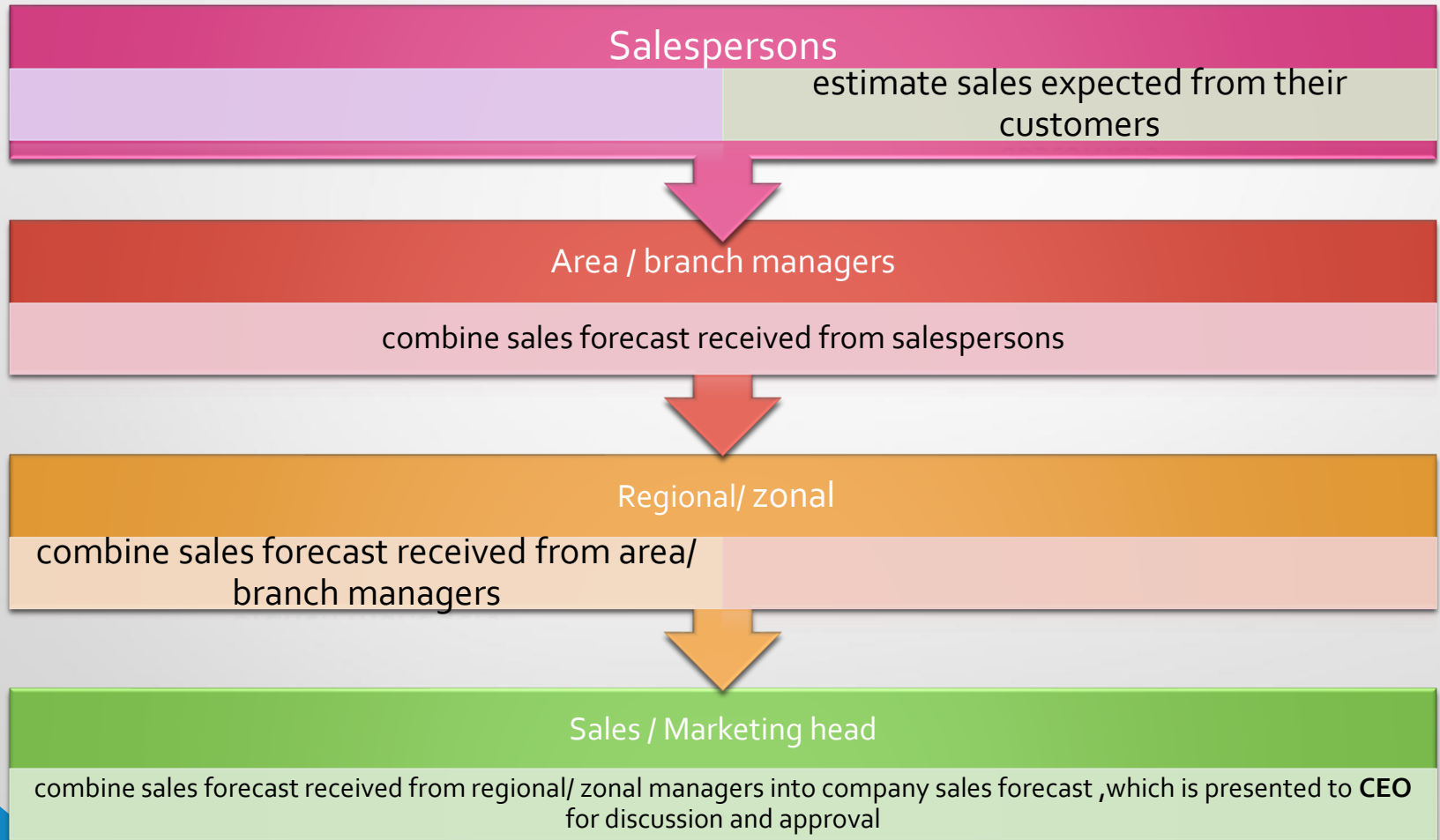
Estimate industry sales or market potential

Calculate company sales potential =
market potential X company share

Decide company sales forecast (lower than
company sales potential because sales potential is
maximum estimated sales ,without any limits


Approaches of forecasting

2-Bottom- up / build-up



Delphi Method

Getting forecasts
separately from
Experts



gathers, evaluates
and Summarizes the
expert opinion as the
basis for a forecast

1- Moving Average

- 4 weeks weighted Moving Average
- Using weighted (0.4, 0.3, 0.2 and 0.1) = 1

week		Sales	4 WMA	Error
1	0.1	39		
2	0.2	44		
3	0.3	40		
4	0.4	45		
5		38	42.7	4.7
6		43	41.1	-1.9
7		39	41.6	2.6
8			40.6	
		MAD		3.7

$$F_5 = 0.4 \times 45 + 0.3 \times 40 + 0.2 \times 44 + 0.1 \times 39$$

$$F_6 = 0.4 \times 38 + 0.3 \times 45 + 0.2 \times 40 + 0.1 \times 44$$

$$\text{MDA (Moving deviation average)} = \frac{4.7 + 1.9 + 2.6}{3} = 3.7$$

Moving Avg. 3weeks

week		Sales	3 WMA	Error	
1	2	39			
2	3	44	41		
3		40	43		
4		45	41		
5		38			
6		43			
7		39			
8					
			MAD		

3 weeks weighted Moving Average

Using weighted 3

$$F_2 = (s_1 + s_2 + s_3) / 3$$

Moving Average

- 2 weeks weighted Moving Average

- Using weighted 3 and 2 $3+2 = 5$

week		Sales	4 WMA	Error
1	2	39		
2	3	44		
3		40	42	2
4		45	41.6	3.4
5		38	43	5
6		43	40.8	2.2
7		39	41	2
8			40.6	0
			MAD	2.92

$$F_3 = (3 \times 44) + (2 \times 39) / 5$$

$$F_4 = (3 \times 40) + (2 \times 44) / 5$$

$$\text{MAD (Main Absolute Deviation)} = \frac{2+3.4+5+2.2+2}{5} = 2.9$$

2 -Exponential smoothing

• $a = 0.2$ $1-a=1-0.2=0.8$

	At	Ft		F1=A1
week	Sales	forecast	Error	Error 2
1	39	0		
2	44	39	5	25
3	40	40	0	0
4	45	40	5	25
5	38	41	-3	9
6	43	40.4	2.6	6.8
7	39	40.92	-1.92	3.7
8		40.54		
		MSE		11.57667

$$F_{t+1} = 0.2(A_t) + 0.8(F_t)$$

$$F_1 = A_1$$

$$F_2 = (0.2 \times 39) + (0.8 \times 39)$$

$$F_3 = (0.2 \times 44) + (2 \times 39) / 5$$

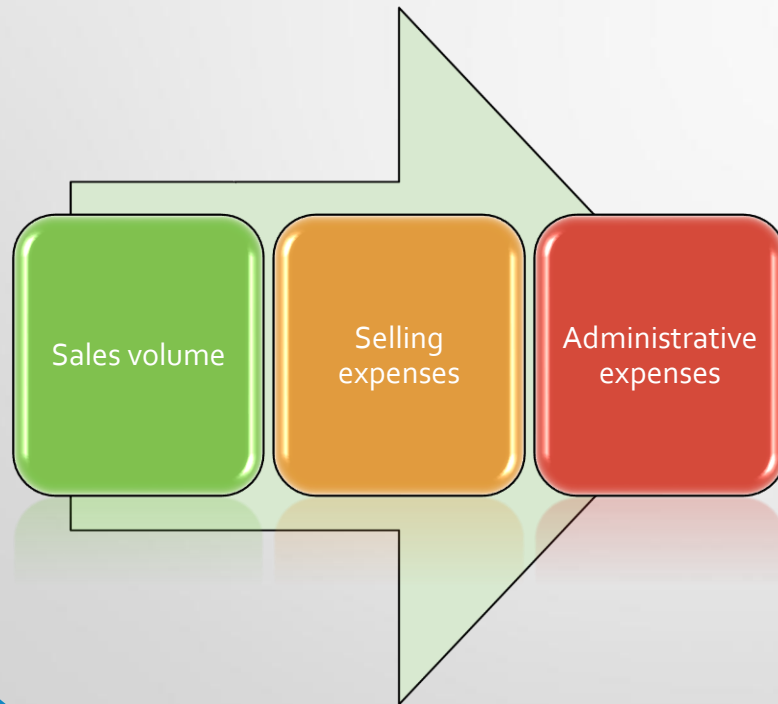
Regression analysis

- Identifies a statistical relationship between : **sales (dependent variable)** and **one or more influencing factors** , which are called the independent variables.
- When just one independent variable is considered (e.g. population growth), it is called a **linear regression** and the results can be shown as a line graph predicting future value of sales based on changes in the independent variable.
- When more than one independent variable is considered , it is called a **multiple regression**

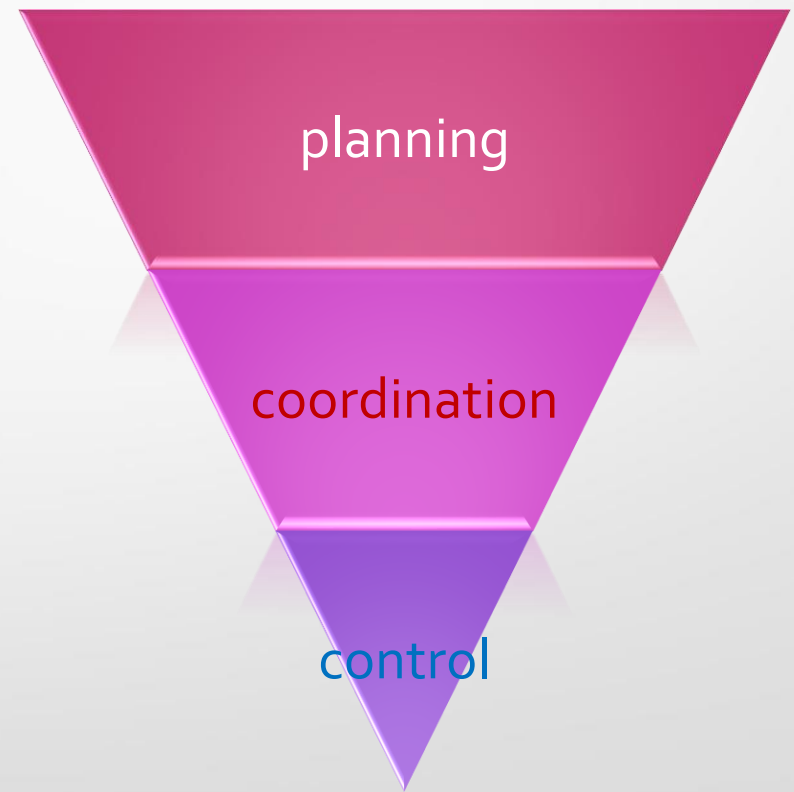


What is sales Budget ?

budget is estimates



Purposes of the sales Budget



Sales Budget Process

Review and analysis of situation

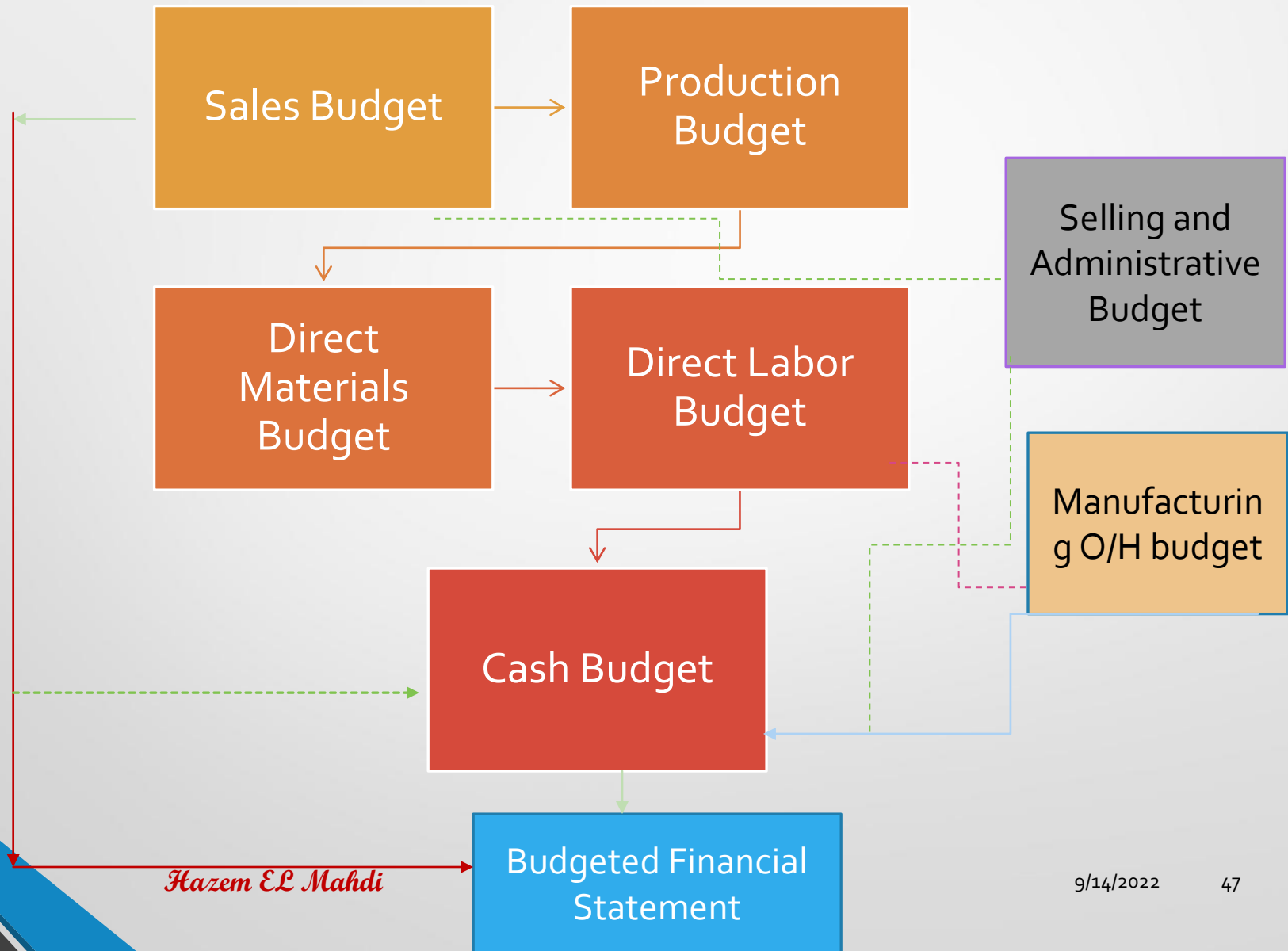
Identifying specific market opportunities and problems

Sales forecasting

Sales goals & objectives

Allocation of resources / Get Approval

The Master Budget



Budget methods



- Affordability
- Percentage of sales
- Competitive parity
- Objectives and tasks
- Return oriented

Budget methods

Affordable

- Is a process where the management develops the sale budget depending on its ability to spend on sales functions.
- Firm develops the budget based on whether it can afford to spend a certain amount for selling goods.

Percentage of sales

- Is used for developing by multiplying sales revenue by given percentage.
- The sales revenue used may be a past sales revenue figures or forecasted figure.

Competitive equivalence

- sales Managers establish budget amounts base on the budget figures of the competitors or the industry average.

Budget methods

Objective and task

- The management develops the budget based on objectives .
- Involves 4 steps
 1. Identification of objectives of the sales department.
 2. the tasks to be performed for achieving the objectives.
 3. The expenditure required for the tasks.
 4. Adding all the above expenses to a final figure of budgeting

Return oriented method

- The methods like return on investment (ROI), return on assets (ROA), return on total assets (ROTA) return on asset managed (ROAM) are some tools that help managers to develop a sales budget.
- It helps the sales managers analysis the impact of a particular sales cost allocation on revenues and profits generated by sales



KPI's(Key performance indicator)

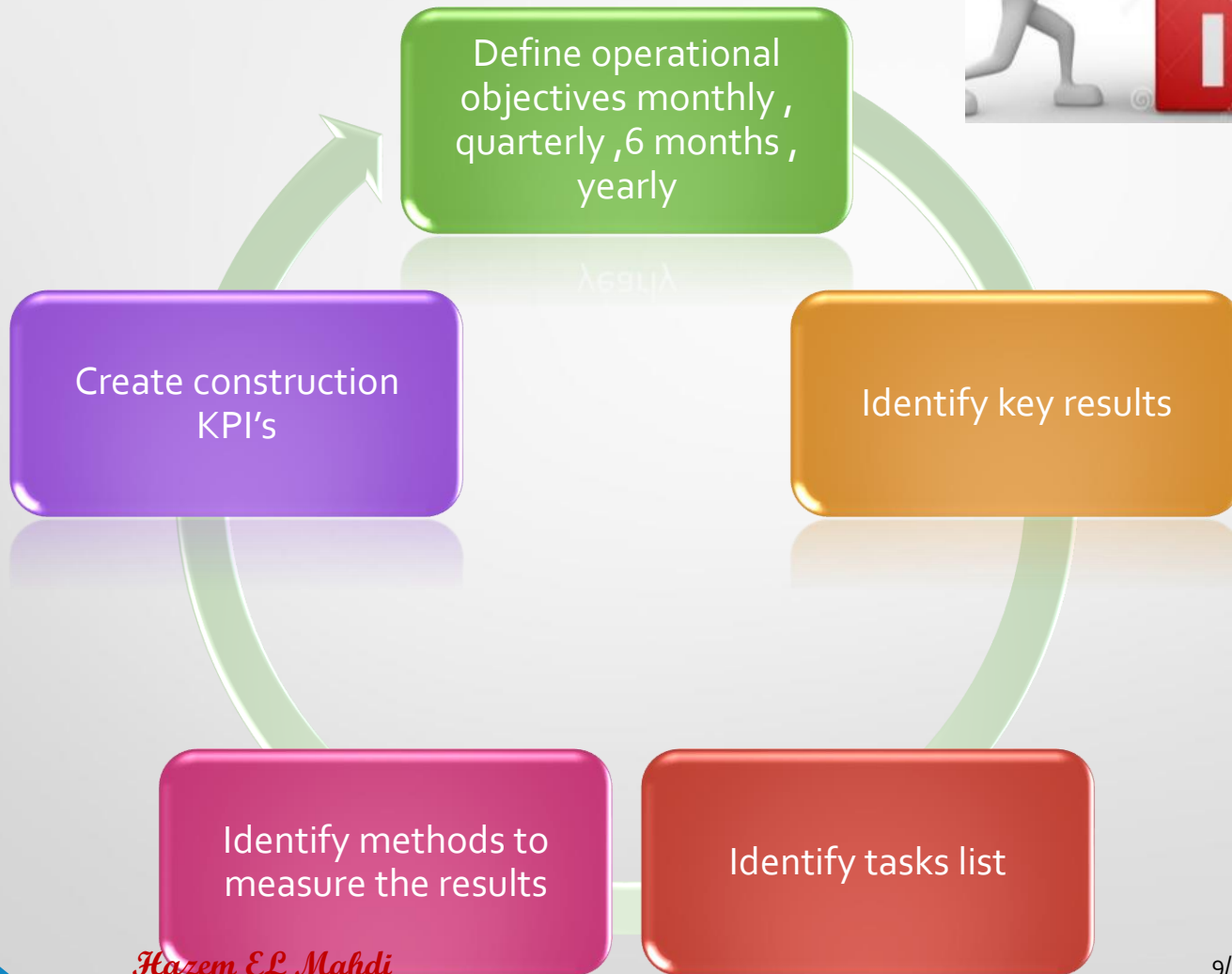
- A key performance indicator (KPI's) is a **business metric** for **evaluating factors** that are essential to the **success** of an organization.
- The purpose of using key performance indicators is to **focus attention** on the **tasks and processes** that management has **determined are most important for making progress towards declared goals and targets**

How to design



1. **KPI's** should be clearly linked to the strategy ,i.e. the things that matter the most .
2. **KPI's** have to provide the answers to our most important questions .
3. **KPI's** should be primarily designed to empower employees and provide them with relevant information to learn.
4. Do not create too many **KPI** ,
5. **KPI** should change to suit each stage (depending on your goals).

Create



KPI'S samples

- sales Target achievement 90 %
- Collection achievement 80%
- New customers 10
- Company objectives
- Communication and feedback
- Team work concept
- etc.

Abbreviations or Slang with similar meaning

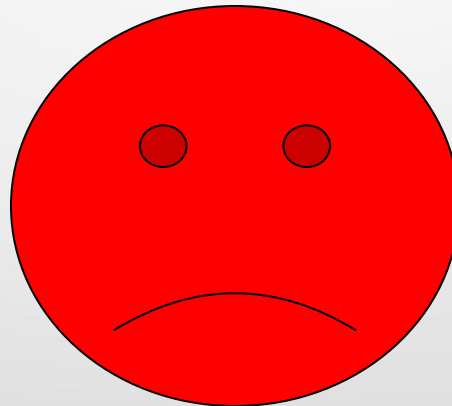
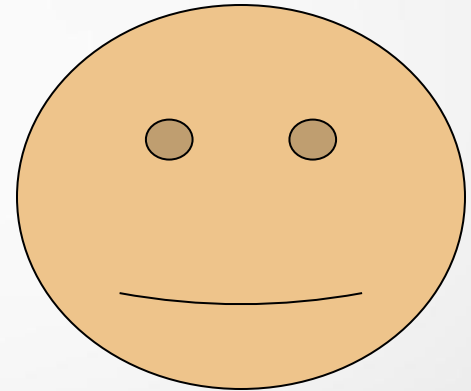
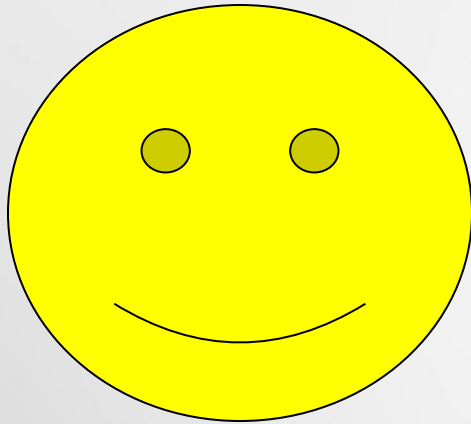
- KDA - Key Development Area
- KLA - Key Linkage Area
- KPA - Key Practice Area
- KPA - Key Production Area
- KRA - Key Research Area
- KPA - Key Practice Area/Key Process Area
- KRM - Key Result Measures
- KSA- Key Storage Area
- KRA - Key Responsibility Area
- KCA - Key Competency Area
- KFA - Key Focus Area
- KEA - Key Environmental Area
- KBA - Key Biodiversity Area
- KRA - Key Resource Area
- KPA - Key Performance Area
- KPA - Key Personnel Area
- KTA - Key Technical Area
- KMA - Key Market Area
- KLA - Key Learning Area
- IIKRA - Industry Issues Key Result Area

Selling:

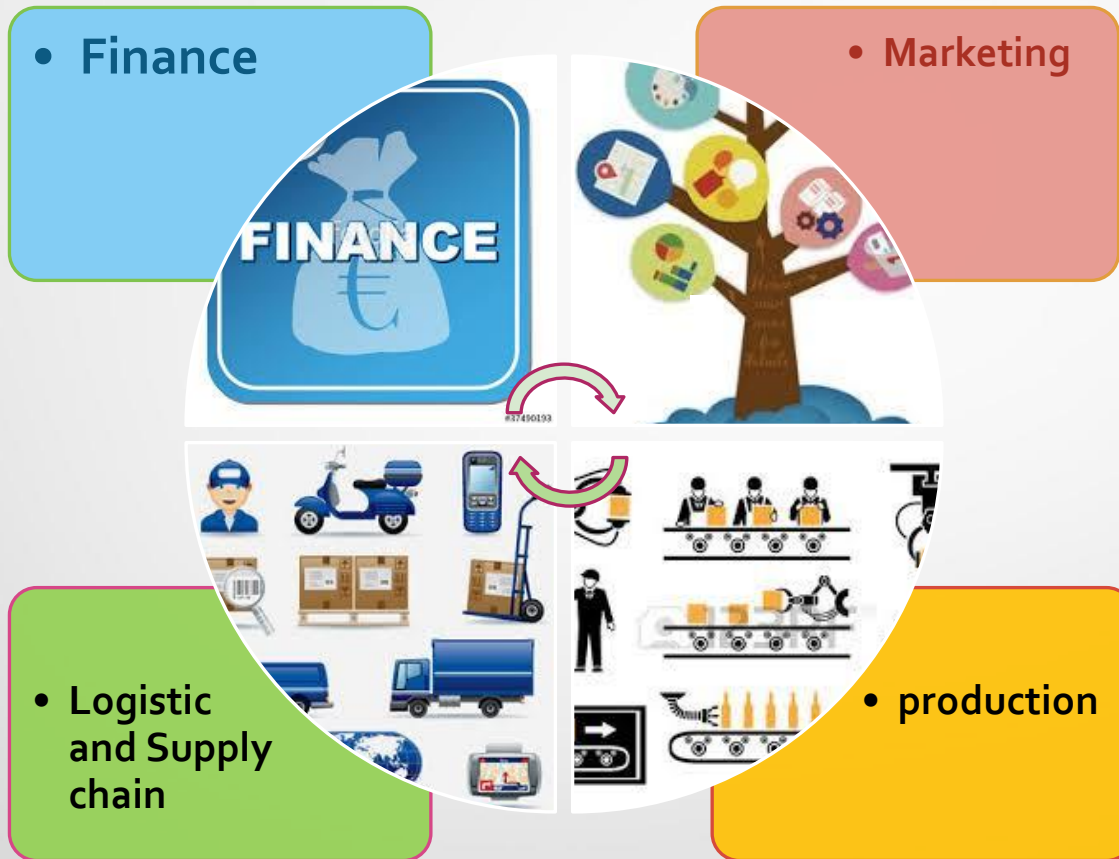
“Its not a game, it’s a mission”



Take A Minute Of Your Day To Look Into The Faces Of The People You Manage



Relation with other Dept.



Success



ANALYSIS
SOLUTION
PROCESS
OBJECTIVES
TEAMWORK
VISION
SALES

شکرا

zem EL Mahdi