

Sales Team Structuring and Role Assignment: Building the Foundation for Sales Success

Before you even assemble your team, learn the secrets of creating the perfect structure that aligns with your sales objectives. Explore the nuances of role assignment, ensuring every team member is in their ideal position to maximize performance.

AUDIENCE

Sales team leaders and managers

VALUE

Allow participants to comprehend the right way to structure a team.

Understand the right strategies to allocate salespeople's efforts optimally prior to their recruitment.

Allow participants to ensure that their teams are working cohesively towards achieving specific goals and targets.

Equip participants with the right strategies to monitor and adapt team structures and ensure ongoing success.

OBJECTIVES

- Understand the significance of structuring sales teams for success.
- Learn how to design an effective sales team structure that suits your organization's needs.
- Explore the process of identifying and defining specific roles within the sales team.
- Develop effective strategies for designing sales roles and assigning them prior to recruiting team members, ensuring alignment with organizational objectives.

CONTENT

Designing the Sales Team Structure

- Understanding the significance of sales team structure in achieving revenue growth and efficiency
- Defining Sales Team Hierarchies
- Geographic vs. Industry Verticals

Role Design and Pre-Recruitment Assignment Strategies

- Role Identifications and Definitions
- Specialization vs. Generalization in Sales Roles
- Aligning sales roles directly with strategic objectives to create purpose-driven positions
- Identify the skill sets and proficiencies required for each role to guide recruitment criteria
- Discover techniques for ensuring a balanced distribution of roles that optimizes team performance from day one

Tracking and Adapting Team Structures

- Key Performance Indicators (KPIs) for Team Structure
- Strategies for Agile Team Structure Adjustments

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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