

CRUSHING QUOTAS: GOAL SETTING AND SALES PERFORMANCE MANAGEMENT FOR LEADERS

This course is designed for leaders to unlock the secrets of effective sales leadership, from setting strategic goals and mastering performance management techniques to harnessing the power of data-driven decision-making.

AUDIENCE

sales leaders, managers, executives, business owners, supervisors, trainers, coaches, consultants, and sales professionals aspiring to leadership roles.

VALUE

- Elevate leadership skills for effective sales team management.
- Learn to set clear, aligned goals for your teams.
- Develop strategies for team performance improvement.
- Utilize metrics for informed decision-making.

OBJECTIVES

- Gain insights into setting realistic quotas and effectively managing them to drive motivation and accountability within your team.
- Identify and track key performance indicators (KPIs) tailored to your team's needs, enabling data-driven decision-making.
- Drive mutually beneficial outcomes for clients and their organizations.
- Understand the fundamentals of sales forecasting and its techniques
- Learn the sales pipeline stages, how to analyze, manage, and accelerate opportunities effectively.

CONTACT

info@horae-group.com +961 76 865 759
+20 128 8898308

CONTENT

Goal Setting and Sales Performance Management

- The Importance of clear goal setting and its alignment with Sales Strategy
- Different types of sales goals
- Setting SMART goals framework
- Performance Analysis and Feedback
- Performance Improvement Plans (PIP)
- Coaching team members for maintaining and enhancing performance

Quota Setting and Management

- Define your quota methodology
- Strategies for quota allocation
- Monitoring and adjusting quota attainment
- Communicate your quota effectively

Sales Performance Metrics and Dashboards

- Identifying, measuring and analyzing KPIs to measure individual and team performance
- Benchmarking
- Creating effective sales dashboards
- Data driven decision making

Sales Forecasting

- Sales forecasting different methods
- The sales forecasting process and techniques
- How to use sales forecasting to improve sales performance

Sales Pipeline

- Sales pipeline stages and sales funnel analysis
- Lead generation and qualification
- Strategies for pipeline acceleration

METHODOLOGY

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

3
DAYS