

MANAGEMENT WORKOUT: GAINING EXPERIENCE RIGHT HERE

Constraint management requires the business executive to adopt a new frame of mind for leading the sales organization.

This cannot be learnt by "classical" teaching methodologies like attending lectures or seminars or studying business cases.

Instead, business executives must win experience how to lead their sales system to better results. For that experience they must work on their own sales system immediately in the education event.

This is how our events are structured and why we call them TOP MANAGEMENT WORKOUTS.

PROGRAM

9:30	-	10:30	Constraint management for sales management
10:30	-	10:45	Break
10:45	-	12:00	Sales success based on constraint management
12:00	-	13:00	Lunch
13:00	-	14:00	Product success based on constraints management
14:00	-	14:15	Break
14:15	-	15:30	Success with key accounts based on constraints management
15:30	-	16:00	Summary and discussion

PRICE

500,- € , 750,- CHF per Person

OUR PRICE INCLUDES

Beverages in breaks, lunch, working material, one copy of THE GOAL (Goldratt) and UNBLOCK THE POWER OF YOUR SALES FORCE! (Legat)



Delta Institute Switzerland is a center for research and development in the field of systemic business management.

With an international network of experts Delta Institute focuses on the operational management of sales business systems. Delta Institute was founded in 2002 by Dr. Dietrich Legat and Dr. William A. Woehr – two top managers with many years of experience in sales management and operational planning and leadership.

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*Most
sales organizations
perform far below their
actual capacity.*



***Sales management
workout***

***UNBLOCK
THE POWER
OF YOUR
SALES FORCE!***

***Leading your
sales organization
to top performance***

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QUESTIONS OF MODERN, INNOVATIVE SALES MANAGERS

WHAT CAN OUR SALES ORGANIZATION REALLY DELIVER?

- Our sales organization performs below its true capacity. What can it REALLY deliver?
- What must we – the top sales managers - do to lead our sales organization to its true capacity and thus, to top performance?

HOW TO LEAD OUR SALES ORGANIZATION TO TOP PERFORMANCE?

- How to lead this complex, dynamic organization to achieve top results?
- With a simple, clear sales plan?

HOW TO LEAD OUR KEY PRODUCTS TO TOP MARKET SUCCESS?

- How to lead the multitude of complex and widely dispersed units to make them jointly achieve product success?
- With a simple, clear operational product management plan?

HOW TO LEAD OUR SALES CHANNELS TO TOP PERFORMANCE?

How to lead our sales channels to

- Find more potential with our customers?
- Win more opportunities?
- For the example „key account sales“?

WHAT NEXT?

- What is the true capacity of our sales organization?
- What do we – the top sales managers – need to do to lead our sales organization to top performance?

**Learn how to unblock
your sales force
with constraint management.**

**Find your
enterprise sales constraints
and resolve them.**

**Lead
your products
across the „product abyss“.**

**Understand your customer's
constraints and resolve the
constraints which block your
opportunities.**

**Assess the true capacity of
your sales organization.
Decide.**

ANSWERS GIVEN BY THIS PROGRAM

CONSTRAINT MANAGEMENT FOR THE SALES MANAGER

- How to set high goals for sales organizations
- How to lead sales as an “enterprise system”
- How to find and resolve constraints in the sales organization
- Management Workout: Self Diagnosis

SALES SUCCESS BASED ON CONSTRAINT MANAGEMENT

- The goal of your sales organization
- Viewing sales as an enterprise wide system
- Management Workout: Operational sales plan based on constraints management.

PRODUCT SUCCESS BASED ON CONSTRAINTS MANAGEMENT

- The goal of product generation and sales
- Viewing product generation and sales as one enterprise wide system
- Management Workout: Product sales plan based on constraints management.

SUCCESS WITH KEY ACCOUNTS BASED ON CONSTRAINTS MANAGEMENT

- Goal of the key account channel
- Key account sales as an enterprise wide system
- Understanding customer constraints
- Resolving opportunity and sales constraints
- Management Workout: Key account success

SUMMARY AND DISCUSSION

- Estimate: present capacity of your sales organization.
- Achievable capacity
- Discussion: How to proceed