

SALES DIRECTORS' PROGRAMME

Cranfield
UNIVERSITY
School of Management



Transforming
knowledge
into action

OVERVIEW

This programme will equip you with the skills you need to operate at the highest level of your business, to manage and get the most out of your sales team, and to increase the efficiency of your selling operation. It will also look at how to implement key account management, how to improve sales forecasting, how to develop sales strategy and how to operate at the sales / marketing interface. Dr Rodrigo Guesalaga and Professor Neil Rackham, this unique and advanced programme will build on your existing skills and experience to enable you to develop into senior sales and commercial roles and enable you to bring sales into the boardroom.

By the end of the programme, you will increase your ability and confidence in managing sales teams, have a better understanding of how to increase sales profitability, and will have identified how to bring about a key change in your organisation to improve its sales force performance.

PROGRAMME DATES

**22-25 February 2016 &
24 March 2016**

13-16 June 2016 & 14 July 2016

**10-13 October 2016 &
24 November 2016**

DURATION

**4 days residential
+ 1 follow-up day**

FEES

£6,785 + VAT

Fees include tuition, course materials, full board accommodation and lifelong access to Alumni Membership Benefits.

TO BOOK CONTACT:

T: +44 (0) 1234 754415

E: som.action@cranfield.ac.uk



KEY BENEFITS

- An increased ability and confidence in influencing, managing and motivating teams
- Practical tools for managing a customer portfolio and creating customer value
- An understanding of major issues in international and global account management
- Hands-on knowledge of sales forecasting and sales force management.

Organisations that have already benefitted from the **Sales Directors' Programme** include:

- | | |
|--------------------------|----------------------------------|
| • ADT Fire & Security | • Scottish & Southern Energy Plc |
| • BP Oil UK Ltd | • Hays |
| • Dawnfresh Seafoods Ltd | • Interfloor Ltd |
| • Access Bank Plc | • Sage Publications Ltd |
| • LV= | • WD40 Company Ltd |

General Enquiries:

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DELEGATE PROFILE

- Commercial, sales and account directors already familiar with the operational areas of these disciplines
- Key account managers or senior sales people who have, or will shortly have, high-level commercial responsibilities.



**I LEARNT HOW TO
EFFECTIVELY LEAD A
SALES TEAM AND TO
BECOME MORE PROFITABLE
AS AN ORGANISATION AS A
RESULT OF THIS COURSE.**

Klaus Loeffler

EUROPEAN BUSINESS MANAGER
P&B METALS COMPONENTS LTD

TIMETABLE

DAY 1

- Introduction
- The new path to success in sales
- Considering different sales modes
- Applying sales modes
- Case Briefing
- Practitioner dinner speaker.

DAY 2

- Addressing structural issues
- Redefining sales processes
- Review and application.

DAY 3

- Engaging sales talent
- Managing through measures
- The art and science of target setting
- Crafting sales incentives
- Review and application
- Practitioner dinner speaker.

DAY 4

- Developing sales people
- Sales leadership and management
- Review and application.

DAY 5

- Follow-up day.



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PROGRAMME LEADERS

DR RODRIGO GUESALAGA

BBA MBA PhD

Senior Lecturer in Key Account Management

Rodrigo has recently joined the School of Management at Cranfield University as a Senior Lecturer. His main area of expertise (teaching, research and consulting) is on marketing strategy, and specifically in sales and key account management, service quality and customer metrics, market segmentation, cross-cultural management, and marketing at the bottom of the pyramid. Rodrigo obtained a PhD in Marketing at Emory University (Atlanta, USA), and before joining Cranfield University he worked in Chile as Associate Professor at Pontificia Universidad Católica. He has also been a Visiting Professor at University of Miami (USA).



Rodrigo has published his work in journals such as Industrial Marketing Management, Journal of Personal Selling and Sales Management, International Marketing Review, and Journal of Consumer Marketing. He is a member of the editorial review board at Journal of Business and Industrial Marketing and Journal of Business Market Management, and has been a ad-hoc reviewer at Journal of Marketing and European Journal of Marketing among other journals. Also, Rodrigo participated in the Global Sales Science Institute's Global Sales Barometer project, which measured key sales trends and best practices. His research focuses on issues that are managerially relevant and practical for companies.

PROFESSOR NEIL RACKHAM

Visiting Professor

Neil is best known as the author of the ground breaking classic, SPIN® Selling. Among his other books are 'Major Account Sales Strategy' and 'Rethinking the Sales Force', which are required reading at many leading business schools. All three books have been on the New York Times business best seller list and his works have been translated into 35 languages. His other books include 'Managing Major Sales' and 'Getting Partnering Right: How Market Leaders Are Creating Long-Term Competitive Advantage'.



Neil is known for his capacity to take complex issues and make them accessible and interesting, which results in his books consistently receiving wide acclaim from critics, academics, students and salespeople alike.

CRANFIELD MANAGEMENT DEVELOPMENT CENTRE

Our Open Executive Programmes are held at the Cranfield Management Development Centre (CMDC). Full board accommodation (where applicable) and all sessions are usually held at this specifically designed conference centre which has an established reputation for being one of the best centres in the country.

Located in a rural, tranquil setting on the Bedfordshire/Buckinghamshire border, CMDC is conveniently situated by the M1 motorway, railway stations and major airports. We even have an airport on site!

TAKING CARE OF YOUR EVERY NEED

We understand that development doesn't only happen in the lecture

room. That is why the CMDC provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities, including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

A HOME FROM HOME

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free Wi-Fi, freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



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PLEASE BE AWARE:

The information in this brochure was correct at the time of going to press. However, as part of the on-going development of our programmes, delegates, leading academics and practitioners continually review the programmes and their content.

We have made every effort to use accurate descriptions, images, quotations and references but errors and omissions may occur and are expected. Please check the programme page on the website for the latest information, fees and offers.

Cranfield School of Management reserves the right to amend the published programmes. For full terms and conditions please see our website:

www.cranfield.ac.uk/som/executive/tc

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