

## STRATEGIC PLANNING IN SALES

### Introduction

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him/her develop strategic sales plans.

### General objectives

By the end of this module unit, the trainee should be able to:

- a) Appreciate the concept of strategic sales planning
- b) Understand the sales environment analysis
- c) Understand how to qualify the prospects
- d) Understand planning a prospecting strategy
- e) Appreciate strategic customer sales planning
- f) Understand how to design the sales force
- g) Appreciate sales control
- h) Apply information communication technology in strategic selling

### SUMMARY OF THE TOPIC AND TIME ALLOCATION

code	Topic	Sub-topic	hours
21.3.1	Introduction to sales and planning	Meaning of strategic sales planning Importance of sales planning Scope of sales planning Characteristics of effective sales planning Process of sales planning	10
21.3.2	Sales environmental analysis	Environmental and managerial forces impacting sales Sales channels analysis Analysis of industrial, commercial and public authority selling practices Methods and tools of sales environmental analysis Sources of information for sales environment analysis	20
21.3.3	Qualifying and understanding prospects	Selling activities Target account Key decision makers Entry level contact Selecting methods of contact Setting call objectives	25

		Credibility building	
<b>21.3.4</b>	Planning prospecting strategy	Concept of prospecting Prospecting strategies Prospect pool Referral cycle	25
21.3.5	Strategic customer sales planning	Mutual beneficial agreements The customer relationship model Reasons for planning the sales call Elements of sales call planning	15
21.3.6	Designing the sales force	Sales force objectives Sales force structure Sales force competition	16
21.3.7	Sales control	Sales forecasting Preparation of sales budget Sales force evaluation Sales evaluation	20
21.3.8	Information and communication technology in strategic	Role of E-commerce in strategic selling Role of information communication technology and customer relationship management Contribution of information communication technology and sales management Role of information communication technology in retail selling	16
21.3.9	Emerging trends and issues strategic planning	Emerging issues in strategic planning Challenges posed by emerging trends and issues in strategic planning in sales Coping with challenges posed by the emerging trends and issues in strategic planning	8
<b>Total</b>			