

strategy



CARLSON
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™

Sales Management

EXECUTIVE PROGRAM

Strategy - Structure - Technology

March 22 - 24, 2000

Overview

In the age of the Internet, is there a continuing role for a live sales force? Are sales representatives expendable, or are they, as some have suggested, the essential biological assets of an organization? While it is true that some customers actively seek out products and services on-line, it is becoming clear that most customers still need service and support in their buying decisions.

The overarching goal of this program is to help sales managers return the sales force to the strategic center of their organizations. To accomplish this goal, we have assembled an exceptional faculty of educators and business practitioners who will challenge participants to analyze their sales structure, sort through technologies to identify beneficial tools, and deploy the intellect of their sales force to revitalize their organization's marketing strategy.

Objectives

Identify ways to develop a powerful and flexible, yet focused sales strategy to support the organization's mission.

Explore strategies to move beyond management competence to leadership excellence.

Gain an increased understanding of the expanding role of technology in sales force design, implementation, and management.

Develop tools to create ownership of, and commitment to, the strategy of the whole organization.

Identify ways to build a learning culture and unleash the creative spirit of the sales force.

Assess the effectiveness of various sales incentives and compensation systems that can be used to link the sales organization to the strategy of the firm.

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