



SALES MANAGEMENT

Menjawab Masalah Apa

Manajer penjualan harus semakin cermat dalam melakukan tugasnya. Keputusan perlu dilakukan berdasarkan berbagai pertimbangan. Oleh sebab itu kompetensi bidang penjualan perlu ditingkatkan.

Manfaat Apa yang Anda Peroleh

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Memahami konsep penjualan
- Memahami proses penetapan sasaran penjualan
- Memahami proses penetapan tenaga penjualan
- Memahami proses perhitungan remunerasi penjualan
- Memahami proses penyusunan anggaran penjualan

Apa Saja yang Dibahas

- Kerangka manajemen penjualan
- Penetapan sasaran penjualan dan peramalan
- Perencanaan tenaga penjualan
- Perencanaan remunerasi tenaga penjualan
- Penetapan anggaran penjualan

Siapa yang Perlu Ikut

- Manajer Penjualan
- Supervisor Penjualan

Problems To Be Addressed

Sales manager must be more accurate in performing her/his duties. Decision must be taken based on various considerations. Therefore, marketing competencies must be enhanced.

Objectives

Having attended this program, the participants are expected to be able to:

- *Understand the marketing concept*
- *Understand the process of defining sales targets*
- *Understand the process of defining sales team*
- *Understand the process of calculating sales remuneration*
- *Understand the process of preparing sales budgets*

Subjects Covered

- *Framework of marketing management*
- *Defining sales targets and forecasts*
- *Planning sales team*
- *Planning remuneration of sales team*
- *Defining sales budget*

Who Should Attend

- *Sales Manager*
- *Sales Supervisor*

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