

# ***Campaign and territory management***

## ***3 day programme***

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### ***Do you want to improve your account management skills?***

#### *What is the programme?*

- practical development for Sales Representatives and Sales Managers who work on complex sales – where more than one person is involved in the decision – and in competitive environments across a territory
- an integral component of all sales development programmes
- suitable as a 'one-off' experience course for experienced sales representatives and Sales Managers
- comprises: classroom tuition, practical workshops, case studies, individual coaching, peer and instructor feedback.

#### *What are its objectives?*

On completion, participants will:

- understand the complex sales environment
- know some competitive strategies
- be able to assess and rank opportunities objectively
- be able to plan and execute a competitive, winning sales campaign

#### *What topics are covered?*

- aligning sales activity to the customer's buying process
- political selling
- the decision making unit
- calling on executives individuals
- investment appraisal
- account planning
- competitive selling strategies
- assessing and planning opportunities
- the customer's approval process

*"The combination of simple workable tools and practice really brings home how good account management leads to better selling. It was time well spent". (Client manager, OMANtel)*

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