

Course : Design and optimize your sales strategy

Practical course - 2d - 14h00 - Ref. STC

Price : 1280 € E.T.

★★★★☆ 4,9 / 5

How to translate marketing strategy into sales strategy? How to select priority actions and build a Sales Action Plan? This training course offers you group discussions to energize your action plan, as well as methods and tools to plan and manage deployment.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding strategic marketing
- ✓ Integrate operational marketing tools into your thinking
- ✓ Draw up a strategy and set quantitative and qualitative targets
- ✓ Build your Sales Action Plan
- ✓ Manage and evaluate sales actions

Intended audience

Sales or marketing managers, sales managers, market managers, profit center managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Case studies, strategic thinking workshops and exchanges, study of a Sales Action Plan.

Teaching methods

Theoretical input, workshops and discussions followed by analysis and feedback from the trainer, progressive construction of directly operational tools.

Course schedule

PARTICIPANTS

Sales or marketing managers, sales managers, market managers, profit center managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding and analyzing the strategic marketing approach

- Take into account the company's objectives: activities, results, resources, organization...
- Internal diagnosis: strengths and weaknesses.
- Use market and competitor research.
- Consolidate the external diagnosis of your business.
- Clarify or develop competitive positioning.
- Determine effective segmentation by studying needs and motivations.

Exercise

Creation of a SWOT analysis and use of a decision-making tool.

2 Translate marketing strategy into sales action priorities

- Analyze customer and product portfolios.
- Build a SWOT matrix for your sales area.
- Identify product/customer pairs.
- Translate strategic marketing objectives into quantitative and qualitative sales targets.

Hands-on work

Each participant creates a SWOT matrix and builds a product/customer segmentation table.

3 Drawing up a sales strategy and sales action plan

- Define strategic choices based on human and financial resources.
- Integrate the components of the Marketing Mix: product/service offering, pricing, distribution network, communication.
- Set collective objectives and rules for allocating individual objectives.
- Build your Sales Action Plan: prospecting, loyalty building, internal actions, sales force management.

Hands-on work

Individual production of the Marketing Mix. Focus group and creative session to develop strategic projects. Each participant builds his or her own CAP.

4 Deploy and manage your sales activity

- Choose your monitoring indicators.
- Plan actions in synergy with the marketing and communications teams.
- Monitor your team and manage sales actions.
- Set up dashboards adapted to your team.

Hands-on work

Each participant builds a sales follow-up dashboard.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Dates and locations

REMOTE CLASS

2026 : 11 June, 24 Sep., 26 Nov.

PARIS LA DÉFENSE

2026 : 11 June, 24 Sep., 26 Nov.