Training Course:
Mastering the Skills of Sales Partnership Management

2 - 6 June 2024
Alexandria (Egypt)

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Training Course code: SM234967 From: 2 - 6 June 2024 Venue: Alexandria (Egypt) - Training Course Fees: 3950 Euro

Introduction

In today's highly competitive business environment, building and maintaining successful partnerships is essential for organizations looking to drive revenue growth and achieve their strategic objectives. As a result, this training program was designed to focus on the skills needed in identifying, developing, managing, and growing partnerships with other organizations. However, developing and maintaining effective partnerships requires a complex set of skills and techniques, including strategic thinking, sales and business development, negotiation and contract management, communication and presentation, relationship-building and networking, and teamwork and collaboration. Therefore, this training program is designed to equip the participants with the knowledge, skills, and techniques necessary to build and maintain successful partnerships that drive revenue growth and promote the overall success of the organization.

Objectives

- To equip the Sales Partnership Team with the knowledge, skills, and techniques necessary to identify, develop, manage, and grow partnerships that drive revenue growth

- To improve the Sales Partnership Team's communication, negotiation, and contract management skills

- To enhance the Sales Partnership Team's ability to build and maintain successful partnerships

- To promote effective teamwork and collaboration within the Sales Partnership Team and with other teams within the organization

Competencies

- Strategic thinking and planning

- Sales and business development skills

- Negotiation and contract management skills

- Communication and presentation skills

- Relationship-building and networking skills

- Performance management and goal-setting skills

- Teamwork and collaboration skills

Target Audience

- The Sales Partnership Team, including business development managers, partnership managers, and account managers responsible for managing and growing partnerships

Methodologies

- Lectures and presentations by subject matter experts

- Group discussions and brainstorming sessions

- Hands-on activities and simulations to apply skills learned in the training program

- Role-playing exercises to practice sales and negotiation skills

- Case studies to analyze real-life situations and learn best practices

Outlines

Introduction

- Overview of the training program

- Objectives of the training program

- Importance of the role of the Sales Partnership Team in driving revenue growth and business development

Building and Managing a Successful Sales Partnership Team

- The role of the Sales Partnership Team in driving revenue growth

- Developing and maintaining strategic partnerships with other organizations

- Collaborating with other teams within the organization to achieve common goals

- The importance of effective communication and coordination in building a successful Sales Partnership Team

Sales and Business Development Strategies for Partnerships

- Sales strategies for identifying, approaching, and closing new partnership opportunities

- Developing and implementing a comprehensive business development plan to grow existing partnerships

- Sales techniques for building long-term, successful partnerships

- Relationship-building and networking skills to cultivate new partnerships and maintain existing ones

Effective Sales Communication and Presentation Skills

- Understanding the importance of effective sales communication

- Strategies for delivering persuasive sales presentations to potential partners

- Techniques for preparing and presenting sales proposals to partners

- Building rapport and establishing trust with potential partners

Negotiation and Contract Management

- The art of negotiation and conflict resolution in partnerships

- Strategies for conducting successful negotiations with partners

- Contract management and the importance of clearly defined contract terms

- Managing and mitigating risks associated with partnership contracts

Sales Performance Management and Goal Setting

- Developing and implementing effective sales performance management strategies

- Setting goals and objectives for the Sales Partnership Team

- Evaluating sales performance and identifying areas for improvement

- Developing and implementing sales incentive programs to motivate the Sales Partnership Team

Practical Applications and Case Studies

- Hands-on activities to apply the skills learned in the training program

- Case studies to analyze real-life situations and learn best practices

- Discussions and feedback sessions to share experiences and insights

Conclusion

- Recap of the training program

- Action planning for participants to implement the skills learned

- Evaluation of the training program

Registration form on the Training Course:
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