

VINS™ MC – effective sales management

Briefing

VINS™ MC (Value-Integrated Sales Management Coaching) is a client-proven sales management program used by sales managers from world-class multinationals. It has also become an integral part of “Selling Behavior”, a nationally-sanctioned university textbook in China, and has been published by Elsevier for English-speaking readers worldwide in the book of “Exchange Behavior in Selling and Sales Management.”

VINS™ MC equips sales managers with working handles and tools to effectively perform management tasks including

- Customer Networking Management
- Sales Opportunity Management
- CAP (Customized Action Plan) Management
- Competition Management
- Forecasting & Planning Management
- Performance Management
- Sales Objectives Management.

Benefits

VINS™ MC provides

- A framework to clarify big picture about sales and competition situations;
- A concise language to communicate sales-related issues at strategic, planning and operational levels;
- A platform to manage sales team with clear perspective;
- Critical and relevant managerial probes;
- Solid insights into fluffy sales reports.

Beneficiaries

Corporate Leaders, Managing Directors, Vice Presidents, Sales and Marketing Directors, Regional Sales Managers, Sales Managers, Account Managers, other sales & marketing related personnel etc.

Coach

Experts who have years of experience with world-class multinationals in sales and marketing management positions

Program Length: 2 working days or customer tailored