

WORLD-CLASS SALES METRICS: MEASURING AND MANAGING FOR RESULTS

SALES MANAGEMENT WORKSHOP AGENDA

Wednesday, November 18th, 2009

American Management Association

Chicago, IL

- 7:30 *Continental Breakfast and Networking*
- 8:00 **Welcome and Introductions**
- 8:15 **Underlying Research:** *Go To Market Partners World-Class Sales Metrics Report*
- 8:30 **The 'Manageability' of Metrics**
- > Directly Manageable Metrics
 - > Indirectly Manageable Metrics
 - > Unmanageable Metrics
- 9:00 **Implementing Sales Processes**
- > Types of Sales Processes
 - > Purpose and Relevance of Each
 - > Managing Sales Processes
 - > Organizational Self-Assessment and Action Planning
(Role - Process Mapping Tool)
 - > Facilitated Discussion
- 10:30 *Break*
- 10:45 **Achieving Sales Objectives**
- > Types of Sales Force Objectives
 - > Purpose and Impact of Each
 - > Achieving Sales Objectives
(Process - Objective Mapping Tool)
 - > Facilitated Discussion
- 12:00 *Lunch / Networking*

- 1:00 **Driving Business Results**
- › Types of Business Results
 - › Identifying the Drivers
- 1:30 **The World-Class Sales Management System**
- › Linking Processes, Objectives, and Results
 - › Achieving Organizational Alignment
 - › Case Studies
 - › Organizational Self-Assessment and Action Planning
(Total Sales Performancesm Design Tool)
 - › Facilitated Discussion
- 3:00 *Break*
- 3:30 **Implications for Better Forecasting**
- 4:00 **Implications for ‘Pipeline Management’**
- 4:30 **Implications for Incentive Compensation**
- 5:00 **Closing**