

Sales Management Meeting

Objective

The Sales Management Meeting event involves an individual participant analyzing a real-world sales management case situation, then conducting a meeting with one or more salespeople (judges).



Description

The Sales Management Meeting event involves the participant's analysis of a sales-related situation, and the effectiveness of the participant's delivery of a sales management meeting. The case situation is presented in written form.

The participants will assume the role of a sales manager for the organization represented by the situation. The role of the judge(s) will be that of the sales force effected by the specific case situation.

For international competition, the content to be evaluated is found in the standard Evaluation Form located in these Guidelines, with a possible one hundred (100) points. Preliminary round competition will consist of an evaluation of the presentation to the judge(s). Participants will be ranked by section and a predetermined number of participants will be named finalists. Finalists will be given a second case situation. The following guidelines will be applied to the presentations at the International Career Development Conference.

Learning Outcomes

Through the analysis of the case situation and the presentation of a sales meeting to sales professionals (judges), the participants will develop or reinforce the following areas in relation to the planning, organization and delivery of a sales meeting:

- Applying management principles and techniques to the sales environment
- Analyzing business situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of customer/client needs
- Understanding factors related to managing a sales force
- Organizing and communicating ideas and concepts effectively