



Mercuri International

SALES ACTIVITY MANAGEMENT



PROGRAM OVERVIEW

Mercuri International SALES ACTIVITY MANAGEMENT

This program gives a structured model with which to analyse and manage sales activities, thus improving sales results. It is based on Mercuri's **RAC-PASS** model – **R**esults are a consequence of the salesperson's **P**ortfolio, on which some **A**ctivities are performed based on personal **C**ompetencies. By analysing all these components, it is possible to develop a **P**lan of **A**ction that also includes a **S**upport and **S**upervision program.

AUDIENCE

Both sales managers and sales professionals who could benefit from a clear and effective structure to analyse, measure and steer sales performance.

DURATION

Digital content: **2 hours 30 min**

DELIVERY FORMAT

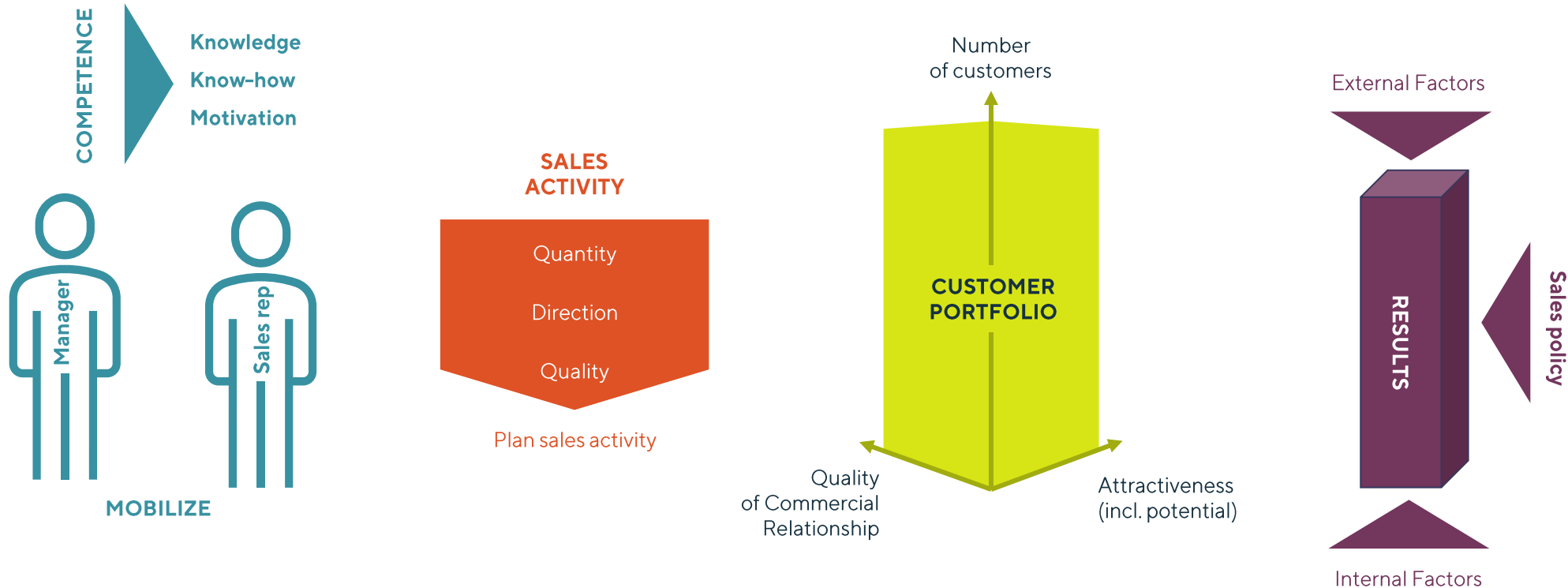
100% digital or in combination with face-to-face or virtual classroom.

Storytelling approach with a sales representative and their manager or colleague. Videos, exercises, questionnaires, downloadable documents, interactive scenarios and open forums to connect with the community. All material is supported from laptops, tablets and smartphones.



PROGRAM OVERVIEW

The RAC-PASS model helps analyse the factors that influence sales results in order to develop an appropriate plan of action. This will ensure that results achieved are in line with the sales policy of the company.



CONTENT OVERVIEW

1

INTRODUCTION

- Understand what the RPAC-PASS methodology is about and how it links all the elements together

2

RPAC - RESULTS

- Analyse the correct indicators to understand the structure of sales results and how close it is to the target

3

RPAC - PORTFOLIO

- Learn how to objectively analyse the strengths and weaknesses of the customer portfolio to forecast income with more precision

4

RPAC - ACTIVITIES

- Understand how to improve the effectiveness of sales activities by taking into consideration the key indicators

5

RPAC - COMPETENCIES

- Discover what key competencies should be developed to carry out the activities needed to achieve sales results. Do this by learning how to read the results, portfolio and activities analysis outcome

6

PASS - PLAN YOUR FUTURE

- Create a sales Action Plan based on the results of the RAC analysis and define what kind of Support and Supervision is needed to achieve target results

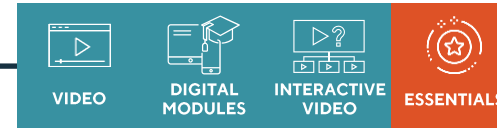
LEARNING PATH



WELCOME



INTRODUCTION



R(p)AC - RESULTS



R(p)AC - ACTIVITIES



R(p)AC - PORTFOLIO



R(p)AC - COMPETENCIES



**PASS - PLAN OF ACTION WITH
SUPPORT AND SUPERVISION**



**PATH
CERTIFICATION**



Also available including face-to-face or virtual sessions along the path



Mercuri International

GROW YOUR PEOPLE,
GROW YOUR BUSINESS

