



Title	Duration	Objectives	Content
-------	----------	------------	---------

Management for Sales Manager

2 Days

- The participants know the tasks of a sales manager and are able to use their knowledge in the daily job routine.
- The participants know their responsibilities
- They know how the elements of process and employee quality increase customer satisfaction and chance of earnings.

- Responsibilities of the Sales Manager
- Definition of strategies and targets
- Market development by active marketing
- Optimum organisation of the sales division
- Process quality
- Inventory management new and used cars
- Customer satisfaction
- Management ratios
- Personnel management and development
- Organisation of salesmen meetings

Target Group

Sales Manager
Deputy Sales Manager

Comments