

SALES MANAGER RESIDENTIAL DEVELOPMENT PROGRAM

A group of Sales Managers recently attended a residential development program course at the Country Place Conference Centre in the Dandenong Ranges. They had all previously attended a “Fundamentals of Sales Management” course earlier in 2016.

The program, delivered by Paul Steed and Gary Watson, was modelled on a business school residential structure and is possibly a first for the Sales Managers within the truck industry.

The objective for the residential course was to create an “Operational Business Plan for the Sales Department” ready for application in the Dealership. The course included Case Studies to develop analytical skills, evening activities to reinforce the learnings, and industry specialists delivering specific topics that would provide the Sales Managers with effective tools to take away or implement as part of their Business Plans.

Prior to the course, Sales Managers completed a DISC personal assessment and commenced an Operational Business Plan template, providing a start point for completion and refinement during the course.

The delegate feedback has been outstanding!

“The exposure to advanced subjects, combined with the opportunity to focus on specific tasks and work with peers on projects, then delivering those projects with confidence and detail, was a great feature from the weekend.”

“Best course I have ever been on.”

“The course was one of the very best training courses that I have been invited to attend, even though I have a wealth of experience. The course really expanded my knowledge and has subsequently taken my knowledge to the next level.”

“A must for anyone wanting to increase their knowledge and capacity as a Sales Manager.”

“Both instructors were great, it was an overall fantastic weekend with lots of information spread out over the course at a good pace.”

For information regarding future residential courses please email our Sales Team.

DATA. INSIGHTS. CHANGE.

apd Australia provides a consultative approach to customer lifecycle management through data analysis, cause and correction, process change management and performance measurement.

We deliver tailored change management programs driven by detailed insights that are achieved through causal analysis.

Data



apd research and analysis programs generate real time data from customer research, operations audit, benchmark analysis and financial sustainability studies presented on custom dashboards.

Insights



Our unique “insights” approach to data aggregation & analysis provides clients with clear insights into cause, allowing the drivers of improvement and growth to be identified and targeted.

Change



Standards, processes, skills development and mentoring - apd’s suite of capabilities ensures that development programs work by aligning to success drivers and strategic objectives.

apd Launches New 360SLR Customer Satisfaction Program to Market

360SLR – the Customer Satisfaction program that provides real time feedback on your customer’s experience in Overall Satisfaction, Loyalty intent and Recommendation to new customers.



Top 3 Customer Concerns in Overall Satisfaction in Service CSI

apd research identified the following Top 3 customer concerns in Overall Satisfaction when customers were asked to respond to the following question as part of a CSI survey:

Based on your last service experience how would you rate your level of overall satisfaction with the experience (Scale of 1-10) [and the customer scored 7 or below]

1. Not understanding the customer’s request.
2. Not keeping the customer updated throughout the experience.
3. Not explaining the work carried out.

These are all issues relating to poor communication from frontline staff in the Service Department.

Read Part 1 of our insights on our website.

CONTACT US

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