



Build an Effective Sales Organization

Starting with the market and the growth opportunity, design the organization and the direct and indirect channels which work best, benchmark sales performance, manage transition.



Course Outline

1. Understand the environment and track key growth indicators
2. Evaluate markets and customers based on opportunity and prioritize them
3. Explore different channel models and choose what works for you in each market
4. Develop and deploy differentiated sales models aligned to channel
5. Assess and strengthen direct and indirect channels
6. Benchmark sales, distributor, internal performance
7. Understand and manage external and internal relationships
8. Develop consensus for change and plan and execute major change effectively

How we work

- We offer a **free introductory 2-hr session** at your offices, outlining courses and key content
- We tailor 1-2 day workshops to your requirements
- We provide individual coaching upon request
- We are recognized for Quality Case Studies

About ACG

ACG Global was founded in Singapore in 1998. We help major companies and their executives understand and navigate the markets of Asia, strengthen strategic leadership and communication, drive growth, and reduce risk.

Simon Littlewood



Simon Littlewood, alumnus of New College Oxford, set up ACG in 1998. Clients include many of the world's leading companies.

He also comments on Asia business and economics for BBC TV and Radio, and writes for Singapore Business Review and Global Finance Magazine (NY).

ACG Resource Development Courses



Understand and Manage Cultural Diversity



Build an Effective Sales Organisation



Understand and adopt HR Best Practices



Reduce Risk and Accounts Receivable



Assure Effective Execution



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