

# SALES TARGET MANAGEMENT

## (TGS-2020505126)

### WHO SHOULD ATTEND

Supervisors or managers from various sectors

### COURSE OBJECTIVES

At the end of this program, learners will be able to

1. determine sales target & develop a sales plan that considers factors impacting sales outcomes & trends in customer behaviour impacting sales outcomes & trends in customer behaviour.
2. develop sales target & emerging competitor & economic activities with team to ensure drive and motivation to achieve sales targets
3. monitor store productivity & using customer feedback to initiate programmes to improve staff productivity
4. understand type of customer traffic generators & making changes to meet store sales target based on review of business environment
5. determine the types of initiatives & their roles in sales, and recommend initiative that support sales target achievement at store while maintaining alignment with organisational strategies and objectives.

### COURSE CONTENT

1. Sales Target, Sales Plan and Factors Impacting Sales Outcomes
2. Engaging Team Support and Motivation to Achieve Sales Targets
3. Using Customer Feedback to grow sales
4. Factors that impact sales target
5. Type of sales initiative and need alignment to organisational strategies and objectives

### NETT COURSE FEE (AFTER SSG GRANT)

Company (SME) Sponsored: S\$52.80

Self Sponsored Individual 40 years old and above: S\$52.80

Self Sponsored Individual below 40 years old: S\$288.00

### TO REGISTER

Contact us at 62995036 or email us at [enquiry@birmingham.edu.sg](mailto:enquiry@birmingham.edu.sg)

### ENTRY REQUIREMENT

At least a Pass in GCE 'O' Level or WPL Level 6

For mature applicant not meeting the entry requirement, they must have a minimum 2 years of retail work experience, out of which 1 year should be at supervisory level

### TYPE OF COURSE

Modular WSQ Course

### COURSE DURATION

16 Hours / Full-time

### MEDIUM OF INSTRUCTION

Medium: English

### ASSESSMENT

Written assessment

### CERTIFICATE

Participants who have successfully demonstrated competence in all the knowledge and skills requirements in this programme will be awarded with a Statement of Attainment (SOA) by SkillsFuture Singapore (SSG)

### COURSE FEE (BEFORE FUNDING)

S\$528.00

### BENEFIT

- Absentee Payroll Funding up to 95% of hourly basic salary for company sponsored.

# Birmingham Academy

26 Horne Road , #05-01 BH Building, Singapore 209062 | [www.birmingham.edu.sg](http://www.birmingham.edu.sg)

wef 01 Nov 2020