



Area

Great Consumption
(drinks)

Level

4

Topics

Strategic Sales
Management Sales
Team Management
Product marketing

Modality

Competitive

Time

Between 15 and 24
hours

SalesManager reproduces the competitive scenario of various companies that manufacture and market non-alcoholic beverages. Each participating team assumes the role of Sales Manager of the Region, leading a team of 5 vendors.

In the market there are three segments of demand (youth, adults and athletes), to which the company offers three types of products (soft drinks, isotonic and juices). Each of these segments has different preferences and makes its purchase decision based on differentiated factors.

The sales team must carry out its work in three sales channels (Institutional, Stores and Large Area), which impose different demands in terms of profitability, and that require different levels of service. Within each marketing channel there are three types of customers (A, B and C), according to their purchase volume and product turnover.

Each of the sellers has a level of knowledge and competence profile that makes them more suitable to perform a specific responsibility profile.



Participants must make decisions related to:

Prices

Prices per product.

Discounts

Discount level assigned to the channel for the sale of the product.

Promotion

Promotion spending made to enhance the acquisition of points of sale in each channel.

Presence budget at the point of sale

Expenditure intended to improve the presence, location and image of your product at the point of sale.

The decisions you must make regarding the commercial team:

Remuneration

Set incentives with respect to total sales volume.

Motivation

Determine the stimulus actions to improve the results of the sales team.

Assignment of responsibilities

Define the priority commercial channel by seller and the type of priority customer.

Training

Prioritize the areas of improvement of the profile (skills, knowledge of the channel and the type of customer) of each seller.