

CHAPTER 1 – SALES OPERATIONS MANAGEMENT

Sales Operations Strategy

- 1.1. Introduction to Operations Management
- 1.2. What's an Improvement
- 1.3. Strategic Framework for Operational Decisions
- 1.4. Applying the Framework to Southwest vs American Airlines

Managing Processes

- 1.5. Process View of Operations
- 1.6. Metrics
- 1.7. Little's Law
- 1.8. Theoretical Flow Time and Critical Path
- 1.9. Capacity and Bottleneck
- 1.10. Summary

Lean Operations

- 1.11. Introduction to Lean Operations
- 1.12. Lean Tool: Quality at the Source
- 1.13. Lean Tool: Batch Size Reduction
- 1.14. Lean Tool: Pull rather than Push
- 1.15. Lean Tool: Cellular Layout
- 1.16. Continuous Improvement and Summary

Managing Service Operations

- 1.17. Service Operations
- 1.18. Why do Queues Form?
- 1.19. Queueing Theory
- 1.20. How do Firms Improve Waiting Time?

Supply Chain Management and Wrap Up

- 1.21. Introduction
- 1.22. Supply Chain Management
- 1.23. Key Challenges
- 1.24. Hedging Against Risk
- 1.25. Wrap Up

CHAPTER 2 – SALES MANAGEMENT FUNDAMENTALS

- 2.1. Becoming acclimated to selling
- 2.2. Understanding common sales terminology
- 2.3. Sales Process
- 2.4. Sales Terminology and Technical Jargon
- 2.5. Essential Selling Principles
- 2.6. Homework
- 2.7. Patience
- 2.8. Sales Mentors
- 2.9. Integrity
- 2.10. Selling Exercise
- 2.11. Listening Actively
- 2.12. Art of Clarifying
- 2.13. Communication
- 2.14. Presentation
- 2.15. Sales Protocols
- 2.16. Notes

Sales Management

- 2.17. Audience
- 2.18. Making Cold Calls
- 2.19. Prospects
- 2.20. Asking for Referrals
- 2.21. Appointments
- 2.22. Value
- 2.23. Sale Procedures

- 2.24. Getting the Sale
- 2.25. Sales Targets
- 2.26. Sales Goals
- 2.27. Keeping Record
- 2.28. Metrics
- 2.29. Face-to-Face Sales Demonstration
- 2.30. Phone Sales Demonstration
- 2.31. B2B Face-to-Face Sales Demonstration
- 2.32. B2B Cold Call Demonstration

CHAPTER 3 – SALES PRESENTATIONS CLASS

- 3.1. The Secret to Selling When Presenting
- 3.2. Getting Your Prospects to Take Action
- 3.3. Create Winning Sales Messages for Every Presentation
- 3.4. Mastering All Types of Presentations
- 3.5. One on One Presentations Should Be the Easiest for You
- 3.6. You Will Never Commit These 2 Common Blunders
- 3.7. 1st Video Rehearsal
- 3.8. 2nd Video Rehearsal
- 3.9. 3rd Video Rehearsal
- 3.10. Bonus Tips
- 3.11. Conclusion
- 3.12. Public-Speaking-Success-How-Anyone-Can-Become-A-Better-Presenter
- 3.13. More on Stories
- 3.14. More on PowerPoint