



TARGET AUDIENCE

Station managers, section managers, station and train passenger sales managers, station managers.



GOALS

- Pilot the performance of the activity through indicators and dashboards by knowing the techniques of their design, analysis and interpretation of trends in order to develop effective action plans to be put in place in order to achieve the planned objectives.



PREREQUISITES

- Have held the position of sales manager or station manager or equivalent;
- Have some knowledge of statistics and mastery of office software.



EDUCATIONAL MODALITIES

Exercises and case studies, interrogative questions, measurement tools, commercial contract.



DURATION: 2 Days



PROGRAM

- Know how to draw up a management chart relating to the activity of the station manager and supervisor (components, dimensions, presentations and interpretations);
- Define the notion of objectives and relevant indicators for evaluating the performance of the activity;
- Know how to establish the reporting of passenger stations (daily and weekly);
- Know how to use the Business Intelligence application