



# CERTIFIED Sales Manager

## Course Introduction:

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Our powerful Certified Sales Manager Training Program provides the tools required to meet growing industry demands for professional sales and sales leaders.

While the sales force can give the life or death to the organization, sales producers will provide essential services to their clients and bring in critical revenues to fund the business growth.

## Course Objectives:

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**By the end of the program, participants will be able to:**

- Analyze personal strengths and weaknesses in sales management.
- Demonstrate traits of an excellent sales manager.
- Plan forecasts and quotas with more accuracy and precision.
- Conduct sales coaching and counseling sessions effectively.
- Focus the sales team to generate increased sales and profits.
- Provide sales training for colleagues.
- Review sales tactics from best practices so they can easily coach their team to reach peak performance.

## Who Should Attend?

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Newly appointed, prospective or current sales managers who need to respond to customer, team and company needs and seasonal sales managers who want to refine sales planning, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors through advanced sales manager training.

## Course Outline:

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### **Sales Management and the Marketing Mix**

- Common Characteristics of the Sales Force
- Discovering Core Competencies
- Sales Competency Model and Sales Competency-Based Training
- Effective Delegation, Assessment and Debriefing
- Sales Manager Training For Peak Performance

### **Forecasts and Quotas**

- Quota Management

- Ways to Ruin a Sales Force
- Account Management

### **Coaching and Counseling for Sales**

- Steps to Effective Sales Coaching
- Self-Motivation and the Power of Thoughts in Bringing Results
- The Law of Attraction
- Sales Training for Effective Results

### **Emotional Intelligence (EI) in Selling**

- EI Assessment and Debriefing
- The Power of Emotions in Selling
- Emotional Impulse Control
- Anger Management during Emotional Outbursts

### **Evaluating Sales Representatives**

- Giving and Receiving Sales Feedback
- Evaluating Sales Representatives during Visits
- Customer Service Training for Representatives
- Sales Force Effectiveness
- Sales Performance Management
- Recruiting and Interviewing Sales Applicants

### **Time Allocations for Sales Managers**

- Managing Time for Sales People
- How to Save Time During Selling
- Business Development and Sales Force Management
- Managing your Salespeople from a Distance

### **Building a Winning Sales Team**

- Selling Strategically
- Understanding the Sales Funnel
- Corporate Sales Training
- Sales and Marketing Training for Effective Leadership
- Improving Sales Performance with Hypnotic Selling and Strategic Selling
- The Law of Attraction and the Power of the Mind

## Course Certificate:

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**International Center for Training & Development (ICTD)** will award an internationally recognized certificate(s) for each delegate on completion of training.

## Course Methodology:

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**A variety of methodologies will be used during the course that includes:**

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

## Course Fees:

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**To be advised as per the course location.** This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## Course Timings:

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### Daily Course Timings:

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|---------------|----------------------------|
| 08:00 - 08:20 | Morning Coffee / Tea       |
| 08:20 - 10:00 | First Session              |
| 10:00 - 10:20 | Coffee / Tea / Snacks      |
| 10:20 - 12:20 | Second Session             |
| 12:20 - 13:30 | Lunch Break & Prayer Break |
| 13:30 - 15:00 | Last Session               |