

## CERTIFICATE IN SALES MANAGEMENT

*“Develop Leadership and Strategic Skills to Drive Sales Performance and Revenue Growth.”*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

### Introduction

Sales management is critical for achieving organizational revenue targets and maintaining a competitive edge in the marketplace. Effective sales managers lead teams, optimize processes, and implement strategies that drive business growth.

The Certificate in Sales Management course equips participants with practical skills in sales leadership, team management, strategy development, and performance measurement. Participants will learn how to motivate teams, manage sales pipelines, and create actionable plans to maximize sales effectiveness.

### Objectives

By the end of this course, participants will be able to:

- Understand the principles and functions of effective sales management.
- Develop strategies for sales planning and target achievement.
- Lead, coach, and motivate sales teams for optimal performance.
- Manage the sales pipeline, forecasting, and territory planning.
- Apply consultative selling and negotiation techniques.
- Monitor and evaluate sales performance using KPIs and metrics.
- Align sales strategies with organizational goals and market demands.
- Implement tools and technologies to optimize sales processes.

## Why Attend

This course is essential for sales professionals, managers, and executives seeking to enhance leadership skills, increase team performance, and achieve measurable sales results. Participants will gain actionable strategies to manage sales operations effectively and drive revenue growth.

## Target Audience

This course is suitable for:

- Sales Managers and Team Leaders
- Business Development Executives
- Account Managers
- Professionals aspiring to leadership roles in sales
- Entrepreneurs and business owners responsible for sales growth

## Individual Benefits

- Gain expertise in sales leadership, strategy, and team management.
- Develop skills to coach, motivate, and retain high-performing sales teams.
- Learn effective pipeline management, forecasting, and performance evaluation.
- Enhance negotiation, communication, and problem-solving abilities.
- Increase professional credibility and career advancement opportunities.
- Acquire practical tools for achieving consistent sales results.

## Organizational Benefits

- Improve overall sales performance and revenue generation.
- Strengthen team leadership and sales process efficiency.
- Enhance customer relationships and client satisfaction.
- Optimize territory and pipeline management for higher productivity.
- Reduce sales cycle time and improve closure rates.
- Build a skilled sales management team capable of driving sustainable growth.

## Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on sales management principles and strategies
- Case studies of successful sales teams and campaigns
- Workshops on pipeline management, forecasting, and territory planning
- Role-playing exercises for coaching, negotiation, and performance management
- Group discussions for problem-solving and strategy development
- Continuous feedback, coaching, and Q&A sessions for applied learning

## Course Outline

Module 1: Introduction to Sales Management and Industry Overview

Module 2: Sales Strategy, Planning, and Target Setting

Module 3: Leading and Motivating Sales Teams

Module 4: Consultative Selling and Solution-Based Approaches

Module 5: Pipeline Management, Forecasting, and Territory Planning

Module 6: Performance Metrics and KPI Analysis

Module 7: Negotiation and Closing Techniques

Module 8: Customer Relationship Management and Retention Strategies

Module 9: Sales Tools, Technology, and Automation

Module 10: Capstone Exercise – Developing a Sales Management Plan

## Certification

Upon successful completion, participants will receive a Certificate in Sales Management, validating their expertise in leading sales teams, developing strategies, and driving revenue growth.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

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