

## CERTIFIED SALES MANAGER

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

### Schedule

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

► **Available delivery methods:** In-House Training

### Introduction

Sales management is a critical function for driving organizational revenue and ensuring a high-performing sales team. Effective sales managers combine leadership, strategy, and analytics to achieve targets, coach teams, and optimize sales performance.

The Certified Sales Manager course equips participants with practical skills to lead sales teams, design effective sales strategies, and implement performance-driven processes. Participants will learn techniques for team motivation, pipeline management, customer engagement, and sales performance measurement.

### Objectives

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

- Understand the principles and role of sales management in business growth.
- Develop and implement strategic sales plans aligned with organizational goals.
- Manage, coach, and motivate high-performing sales teams.
- Analyze sales data to identify trends, opportunities, and areas for improvement.
- Build effective customer relationship management processes.
- Forecast sales, set targets, and monitor team performance.
- Apply negotiation, persuasion, and solution-selling techniques.
- Enhance organizational revenue and market share through effective sales management.

## Why Attend

This course is ideal for sales professionals, team leaders, and managers seeking to enhance their leadership and strategic sales capabilities. Participants will gain actionable skills to improve team performance, achieve sales targets, and drive sustainable business growth.

## Target Audience

This course is suitable for:

- Sales Managers and Team Leaders
- Senior Sales Executives
- Business Development Managers
- Account Managers and Client Relationship Managers
- Professionals aspiring to leadership roles in sales

## Individual Benefits

- Gain expertise in sales management, strategy, and team leadership.
- Develop skills in coaching, motivation, and performance evaluation.
- Enhance analytical, negotiation, and decision-making capabilities.
- Increase professional credibility and career advancement opportunities.
- Acquire practical tools to manage sales pipelines, forecasts, and customer relationships.
- Build confidence in leading high-performing sales teams effectively.

## Organizational Benefits

- Improve sales team performance, productivity, and revenue generation.
- Align sales strategies with business objectives for sustainable growth.
- Enhance customer satisfaction, loyalty, and retention.
- Strengthen sales pipeline management and forecasting accuracy.
- Build a skilled in-house sales leadership team capable of driving strategic initiatives.
- Optimize sales processes and improve overall market competitiveness.

## Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on sales management principles, strategies, and best practices
- Case studies of successful sales teams and high-performing organizations
- Workshops on sales planning, pipeline management, and forecasting
- Role-playing exercises for negotiation, solution selling, and team coaching
- Group exercises for performance evaluation, strategy development, and CRM implementation
- Continuous feedback, coaching, and Q&A sessions for applied learning

### Course Outline

- Module 1: Introduction to Sales Management and Leadership
- Module 2: Strategic Sales Planning and Goal Setting
- Module 3: Sales Team Management, Coaching, and Motivation
- Module 4: Customer Relationship Management and Engagement
- Module 5: Pipeline Management and Sales Forecasting
- Module 6: Solution Selling, Negotiation, and Closing Techniques
- Module 7: Sales Performance Measurement and KPIs
- Module 8: Territory and Account Management
- Module 9: Aligning Sales Strategy with Organizational Goals
- Module 10: Capstone Exercise – Designing a Sales Management Plan

### Certification

Upon successful completion, participants will receive a Certified Sales Manager certificate, validating their expertise in leading sales teams, managing pipelines, and implementing strategies that drive revenue and business 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**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.