



Sales, Marketing and Customer Service

Certified Sales Manager

Course Introduction

Sales Management

Sales Management is one of the most vital functions of an organization, because revenue, sales and funds fuel the organization. It is the attainment of an organization's sales goals in an effective and efficient manner through planning, staffing, training, leading and controlling organizational resources. This course will help the managers to improve their sales results and achieve higher levels of success.

Target Audience

Who is this course for, and can benefit the most

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Improve sales performance and generate increased sales profit.
- Improve sales and employee retention by utilizing their leadership and team-building skills.
- Identify ethical and legal considerations in sales.
- Use a variety of sales performance evaluation models and conduct productive sales performance evaluations.
- Identify and explain key methods for managing a sales team
- Conduct successful sales coaching and counseling sessions.

Course Outline

- **01 Day one**

- Developing Sales Management Concepts**

- Developing Sales Relationships

- **02 Day Two**

- Sales Ethics**

- Building Product Knowledge

- **03 Day Three**

- Developing a Customer Strategy**

- Presentation Strategy Options

- **04 Day Four**

- Closing a Sale**

- Managing Yourself

- **05 Day Five**

- Managing a Sales Team**

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 19, 2025	May 23, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 8, 2025	Sept. 12, 2025	5 days	4950.00 \$	Spain - Madrid
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 \$	UAE - Abu Dhabi

