Certified Sales Manager Course

Introduction

Achieving exceptional sales results in today's competitive market requires a well-structured and strategic approach to sales force management. Organizations can only stay ahead by establishing modern systems and providing continuous training to sales management personnel.

The **Certified Sales Manager Course** is designed to equip frontline sales managers with the necessary skills, knowledge, and tools to drive superior performance. This course focuses on enhancing organization, forecasting abilities, and other technical competencies essential for guiding sales teams toward improved outcomes.

Defining Sales Force Management

Effective sales force management is key to optimizing team performance. This involves:

- **Understanding strategic sales force management**.
- **Utilizing sales force management tools** effectively.
- Ensuring a **customer-centered sales process**.

The strategic sales force management course dives deep into these aspects to enhance the participant's ability to manage and optimize their sales team's output.

Targeted Groups

The **Strategic Sales Force Management** course is intended for:

- **Sales managers and directors** seeking to boost team performance, productivity, and profitability.
- **Managers** looking to increase the value they provide to sales reps and their organizations.
- **Sales professionals** who are new to or considering stepping into a managerial role.

Course Objectives

Upon completion of this course, participants will be able to:

- Identify the behaviors and skills that define a successful sales professional.
- Understand and apply various selling models.
- Master prospecting and conduct powerful sales calls.
- Adopt a **customer-centered selling approach** to provide value.
- Select and apply effective **closing techniques**.
- Manage ongoing **customer relationships**.
- Develop and implement an action plan to apply new sales management skills.

Targeted Competencies

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

- **Manage sales teams** effectively.
- Develop and implement **sales planning** strategies.
- Manage **territories** and **key accounts** efficiently.
- Hone **sales coaching skills**.
- Conduct **sales performance evaluations**.
- Exhibit strong **sales leadership**.
- Build and manage high-performing teams.
- Utilize **forecasting techniques** in sales management.

Course Content

Unit 1: Selling Skills Assessment

- Understanding the **sales competency model**.
- Key behaviors, characteristics, and skills of a successful salesperson.

Unit 2: Types of Selling

- **Strategic selling** and understanding buyer influence.
- **Sales pipeline development** and goal setting.
- **Retail (face-to-face) selling**.
- **Relationship (consultative) selling**.
- **SPIN Selling**: The SPIN sales model.
- Exploring different **selling models**, types, and structures.

Unit 3: Sales Closing

- Developing the right **attitude** as a sales professional.
- Handling **customer objections** effectively.
- Exploring various **closing techniques**, including the **Feel-Felt-Found** approach.
- Strategies for responding to **new business objections**.

Unit 4: Relationship Management (Partnering with Customers)

- Utilizing technologies like **CRM** to manage customer information.
- Strategies for maintaining continuous **customer communication**.
- Understanding the **Customer Marketing Pyramid** and **Relationship Marketing**.
- **Consultative selling** techniques.
- **Life Time Value of a Customer (LTV)**.
- Approaches to **conflict handling** in relationships.

Unit 5: Sales Win-Win Negotiations

- Phases of **sales negotiations**.
- Applying the **Harvard Model** to sales negotiations.
- Mastering the **art of bargaining** and managing **concessions**.

Unit 6: NLP and Emotional Intelligence in Selling

- Understanding **NLP** (Neuro-Linguistic Programming) and its impact on sales.
- **Hypnotic marketing** and using **state-inducing vocabulary**.
- Exploring **mind reading** techniques for better customer insights.

Conclusion

The **Certified Sales Manager Course** provides participants with an in-depth understanding of strategic sales force management. By mastering essential skills in managing teams, planning, forecasting, and negotiation, sales managers will be equipped to lead high-performing teams, improve organizational sales outcomes, and build lasting customer relationships.