CERTIFIED SALES MANAGER [CSM]

PITMAN

Mirqab-Shuhada Str.-Souk Alsafat-3rd Floor

IPM HISTORY:

INSTITUTE OF PROFESSIONAL MANAGERS was created Five years ago as a private initiative designed to offer postgraduate training programs in the field of business administration and senior management in the United Arab Emirates, Qatar, the Arab Republic of Egypt &The launching of a group known professors and experts in the field of training and education in the Middle East IPM Has been established for cooperation with major universities, colleges and business schools and associations specializing in professional certification in the business administration

INTRODUCTION:

To help managers gain an understanding of the practical elements involved in sales management. The course focuses on specific areas that will ensure the sales manager provides his or her team with focus and direction. It is crucial that sales people are made aware of the importance of their input and how it affects the overall results of the team. This course will provide the sales manager with the necessary "mechanics" required to run a successful sales team

SEMINAR OBJECTIVES:

Those attending will be able to:

•Understand the difference between visions, goals and targets.
•Dictate the focus of the sales team by planning for the short, medium and long-term.
•Recognize the importance of setting specific objectives for both the team and individuals.
•Maintain high levels of motivation within the team.
•Develop a realistic and workable sales plan

WHO SHOULD ATTEND?

This seminar is designed for all Sales managers, Business Development Managers,Senior sales Rep and Sales Team Leaders.

FOR SALES MANAGEMENT

Action Selling teaches salespeople an easy-to-learn sales management process that utilizes Five Critical Sales Skills within a 9-Act procedure that has been researched and proven to move the sale forward naturally.

An Action Selling sales force knows how to increase sales by following the customer's buying decisions without manipulative selling techniques or tricks often taught in large sales seminars.

Your salespeople will know how to set the right kind of objectives for every call. They'll know how and when to ask the best questions. They'll know how to sell value without reducing price and they'll know how to consistently gain commitment.

MDI CERTIFICATE FORMAT:

A framed certificate of completion will be awarded to class members who attend at least 80% of the 40 training hours are granted by Management Development Institute through the College of Business Administration at Missouri State University.

TRAINING METHODOLOGY:

Together with your fellow participants you bring a wide variety of experience and resources to the program. The course facilitator's role is to help you learn for yourself and to assist you as you make sense of new and very different
changes in HR. Extensive use of case studies, group exercises and discussion
will all contribute to your enjoyable learning experience.

DAY 1&2: INTRODUCTION TO SALES FORCE MANAGEMENT:

Chapter 1: The Field of Sales Force Management.
Chapter 2: Strategic Sales Force Management.
Chapter 3: Personal Selling Process.

DAY 3&4: ORGANIZING, STAFFING, AND TRAINING A SALES FORCE:

Chapter 4: Sales Force Organization.
Chapter 5: Profiling and Recruiting Salespeople.
Chapter 6: Selecting and Hiring Applicants.
Chapter 7: Developing, Delivering, and Reinforcing a Sales Training Program.

DAY 5&6: DIRECTING SALES FORCE OPERATIONS:

Chapter 8: Motivating a Sales Force.
Chapter 9: Sales Force Compensation.
Chapter 10: Sales Force Quotas & Expenses.
Chapter 11: Leadership of a Sales Force.

DAY 7&8: SALES PLANNING:

Chapter 12: Sales Forecasting and Developing Budgets.
Chapter 13: Sales Territories.

DAY 9&10: EVALUATING SALES PERFORMANCE:

Chapter 14: Analysis of Sales Volume.
Chapter 15: Marketing Cost and Profitability Analysis.
Chapter 16: Evaluating a Salesperson's Performance.
Chapter 17: Ethical and Legal Responsibilities of Sales Managers.

ABOUT IPM EXAMS

IPM COURSES PRE-REQUISITE:

BACHELOR DEGREE IN ANY FIELDS

- 3 Years experience
- Copy of CV
- Copy of university Certificate
- 2 Passport Pictures

FOR NON-BACHELOR HOLDER:

- Copy of CV
- 10 Years of experience

IPM MEMBERSHIP:

- Attend the 40 hours course training
- Pass the course exam

IPM EXAM:

- 40 Multiple Choose Question
- 1 Hour Duration

IMPORTANT NOTE:

Exam fees are included in the course fees, in case the delegate fail in the exam he/she can re-take the exam free of charge, if he/she fail again a fees of 200$ should be paid, if he/she fail again training course should be re-taken before setting new date for the exam.