

CERTIFICATE IN SALES MANAGEMENT

PROGRAM OVERVIEW

Comprising 5 courses, the CMD Certificate in Sales Management program enables supervisors and sales team leaders to develop the knowledge and skills to successfully manage the sales processes which promote growth and commercial success in the business. The program will help learners contribute to the improvement of business processes, service quality, team productivity, and business performance.



LEARNING FORMAT

The program is delivered through:

- **Online Learning** through the Global E-Learning Portal (participants have access to the portal for **6 months** from the date of registration).
- **Assessment** comprising short on-line quizzes for each course. **No formal written assessment is required.**
- Participants must complete **all 5** of the courses in the program to qualify for the certificate.
- Each course takes **10 to 20 hours** to complete.
- **Tutor Support** is available through email, web conferencing and phone, throughout your program.

CERTIFICATION

On completion of each course, learners can download completion certificates. On completion of the program, learners can download the program completion certificate.

DIGITAL CREDENTIALS

On completion of the program, learners will receive an email with a link to their digital credentials. Digital credentials can be shared on LinkedIn and other social media.

PROGRAM CONTENT

Your program comprises 5 courses:

PROGRAM CONTENT	
Course 1	ESSENTIAL SALES SKILLS Understanding Sales Selling – The Skills you Need Sales Models Preparing to Sell Opening Making the Pitch Overcoming Objections Closing the Sale Following-up
Course 2	MEETING CUSTOMER NEEDS Understanding Customer Service Knowing your Customers Knowing Customer Needs Meeting Customer Needs Exceeding Customer Expectations Knowing Customer Legal Rights Using Customer Feedback Handling Complaints
Course 3	EFFECTIVE SALES PRESENTATIONS Effective Presentations Knowing your Audience Developing the Content Structuring the Presentation Delivering the Presentation Using Flip Charts Compelling PowerPoint Presentations Overcoming Nervousness
Course 4	LEADING A SALES TEAM Defining Team Effectiveness Creating a Shared Sales Vision & Purpose Creating a Sales Focused Team Building a Cohesive Sales Team Motivating your Team Goal Setting and Motivation The Team Sales Performance Plan Developing the Team
Course 5	BUSINESS NEGOTIATION SKILLS Understanding Negotiations The Negotiating Process Communication Skills for Negotiating Setting the Negotiation Objectives Preparing for Negotiations Opening Positions Bargaining Dealing with Challenges Closing the Negotiations Dealing with Difficult People