



CERTIFIED INTERNATIONAL SALES MANAGER (CISM)

Course	Sales Management
Instructor	Certified American Academy Instructor
Recognition	CHEA, ICE, ANSI, ACBSP, DIKTI
Descriptions	The American Academy Professional Sales Management course examines the unique challenges faced by sales managers in many organizations. It will build participants skills in the three key areas of sales management including: leadership, business management, and talent management. Participants will walk away with a better ability to translate an organization's vision into a meaningful vision for a sales team and for them, and a deeper understanding of how to manage and coach salespeople with varying degrees of motivation, experience, skill, and success. Participants will learn how to better facilitate the movement and interpretation of information, coaching best practices, tracking of metrics, and forecasting. Participants will engage in three days of interactive classwork, application activities and roleplays. The management of the sales operation is one of the most demanding of all management functions. The effectiveness of the operation is continually monitored by results. The Sales Manager works within the Company Policy and plans an operation to meet objectives and targets by motivating and developing people to show their maximum potential. He or she is mobile, using time effectively to control administration and field operations. The skills of management are developed into an art form, for whilst the skills can be taught, putting them into practice is gained through experience leading to a personal form of leadership and the building of a team. Sales Management is knowing what is required through personnel, both in quality and quantity, to ensure effective sales and its associated administration. This necessitates a

	positive and efficient control of a number of key elements. The AAPM program has assisted many aspiring employees and freelance agents to greatly increase their contribution to company profitability and to make small businesses into viable operations. The American Academy training and certifications based on the approach from this high-level perspective and given adequate time, attention and resources, and without these things, the results which are looked for will be missing out on a tremendous opportunity for the participants organizations. American Academy offers a full array of unique professional business and management certificate courses to start or enhance participants career in business management. Designation program is nationally recognized as the industry leader for professional development training in the field of sales management scientifically supported by business and economic theory with practical application. Participants will learn the latest sales and business strategy and how to apply it in a practical manner at any workplace. The AAPM[®] certification process, administered by IBS, identifies to the public that those individuals who have been authorized to use the AAPM[®] certification marks in the globe have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.
Target Audience	Sales Manager Sales Director Business Manager Directors Professionals with keen interest in business and sales management
Duration	3 Days
Objectives	Upon the completion of the participants should be able :

	• How to earn the trust and respect of your team • Learn how to increase your team's productivity through learning effective sales training and coaching skills • Learn the duties and the role of a successful sales manager • Learn how to set targets and objectives with your people • Learn how to set up and run effective sales meetings • Learn how to motivate different personality types • Learn how to foster a team spirit of high performance • Learn how to coach your sales team • Learn how to settle disputes and disagreements in your team • Learn effective management skills • Learn how to put together a sales plan that guarantees success
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Course Descriptions

Module-1: Key Roles of Sales Manager

Module 1 is an introduction to the history of sales and the implications of today's selling environment. It examines the three major roles of sales managers: the strategist, business manager, and talent manager.

Key Learning Objectives:

1. Describe how selling and sales management has changed
2. Gain clear expectations of the multiple roles you play as a Professional Sales
3. Manager, from Strategist to Talent Manager

Module-2: Leadership

Module 2 explores a leader's role as a strategist. Participants will learn how to instill a common sense of vision or purpose within a sales team, and then lead employees towards achieving that vision. Learners will explore the importance of leading by example, including some specific self-management and personality traits managers should model for their employees.

Key Learning Objectives:

1. Create tailored go-to-market sales strategies for each of your customer segments
2. Successfully guide your team through periods of change or upheaval with specific and proven change management techniques

Module-3: Managing Sales Performance

Module 3 delves into developing the skills necessary to handle issues such as budgeting and forecasting with the goal of maximizing sales volume, margins and customer satisfaction. Learners will walk through sales phases, sales plan development, and territory management.

Key Learning Objectives:

1. Define a formal sales process for your team and identify the skills required to be successful every step of the way
2. Develop forecast templates that help keep you and your reps on track

Module-4: Talent Management

Module 4 explores a leader's role as a talent manager. Learners will be introduced to talent management processes and tools including job description development, hiring, compensation programs, training, performance evaluation, and firing. Key issues such as coaching best practices, motivation, and performance development will be explored

Key Learning Objectives:

1. Understand the tools that support sales performance management
2. Formalize talent management with a structure process
3. Create a recruitment plan that ensures you're using every avenue to find the right candidate
4. Develop motivational compensation plans that make financial sense
5. Screen candidates using specific criteria and tools and conduct structured, in-depth interviews that provide deeper insights into each candidate
6. Select the appropriate type of training for your team and take the steps to measure results
7. Use collaborative coaching and individual performance plans to improve the effectiveness of each one of your reps
8. Complete regular performance reviews that provide constructive feedback and support performance plan



Case Studies	Participants will be involved in the sales management cases that will enhance their sales and leadership perspectives and lead towards effective implementation in their workplace.
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