

Certified Sales Manager

MODULE 1

Foundations for Building a Winning Sales Organization

1. Introduction

- 1.1 Historical development of sales management
- 1.2 Emerging trends and technologies in sales
- 1.3 The role of a sales manager in today's business climate

2. Understanding the Company's Overall Goals

- 2.1 Linking overall company goals to the sales organization's strategy
- 2.2 Communicating the company's goals to the sales team
- 2.3 Adapting the sales team to the company's overarching goals

3. Analyzing the Market and Competition

- 3.1 Methods for thorough market analysis
- 3.2 Competition analysis and its application
- 3.3 Strategies for handling competitive situations

4. The Art of Setting Goal-Oriented Objectives

- 4.1 How we react to and handle goal-setting
- 4.2 Creating meaningful goals
- 4.3 Managing and overcoming challenges in goal-setting

5. Understanding and Segmenting the Target Audience

- 5.1 Customer psychology and buying behavior
- 5.2 Using data to effectively segment and tailor the target audience
- 5.3 Personifying target audiences through the creation of customer personas

6. Differentiating Products and Services

- 6.1 Why differentiation is crucial for success
- 6.2 Case studies of prominent differentiation strategies

7. Resource Management and Optimization

- 7.1 Efficient use of resources
- 7.2 Budgeting for the sales organization and sales projects

8. Collaboration with Other Departments

- 8.1 Collaboration between sales and marketing
- 8.2 Bridging the gap between sales and production
- 8.3 Managing collaboration challenges and conflicts

Module 2

Customer relations and collaboration with marketing department

1. Customer-Centric Strategy

- 1.1 Understanding customer needs and expectations
- 1.2 Developing and implementing a customer-centric strategy
- 1.3 Adapting products and services to customer needs

2. Integration of Sales and Marketing

- 2.1 Synergies between the sales department and marketing team
- 2.2 Common goals and coordinated efforts
- 2.3 Effective communication and information sharing

3. Clear Communication and Value Proposition

- 3.1 Creating and communicating a strong value proposition
- 3.2 Using various communication channels effectively
- 3.3 Measuring and optimizing communication strategies

4. Building Long-Term Relationships

- 4.1 Strategies for creating and maintaining long-term customer relationships
- 4.2 Managing customer expectations and conflicts
- 4.3 Implementing loyalty programs and reward systems

5. Customer Feedback and Response

- 5.1 Collecting and analyzing customer feedback
- 5.2 Adapting strategies based on customer responses
- 5.3 Actively managing complaints and areas for improvement

6. Innovation and Adaptation

- 6.1 Promoting a culture of innovation within the sales organization
- 6.2 Adapting to changing market conditions
- 6.3 Implementing new ideas and improvements

7. Trust and Credibility

- 7.1 Building and maintaining trust with customers
- 7.2 Communicating honestly and transparently
- 7.3 Managing situations that affect trust

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MODULE 3

Sales Execution and Results Tracking

1. Clear and Measurable Goals

- 1.1 Formulate concrete and measurable sales goals
- 1.2 Link between individual and team-based goals
- 1.3 Implement KPIs for successful result tracking

2. Customer-Oriented Sales

- 2.1 Adapt the sales process to customer needs
- 2.2 Handle different customer types and purchasing decisions
- 2.3 Create personal and relevant sales presentations

3. Effective Sales Processes

- 3.1 Mapping the sales cycle and critical stages
- 3.2 Using technology to automate and optimize processes
- 3.3 Measure and improve conversion rates

4. When and How to Follow Up and Evaluate

- 4.1 Best practices for following up on sales activities
- 4.2 Use tools to measure and evaluate results
- 4.3 Create effective reports for management decisions

5. Development through Follow-Up

- 5.1 Continuous skill development for the sales team
- 5.2 Evaluate and support individual progress
- 5.3 Create a feedback culture for continuous improvement

6. Adapting Strategies to Results

- 6.1 Flexibility in sales strategies
- 6.2 Adjust and optimize based on market changes
- 6.3 Handle challenges and setbacks with agility

7. Involvement and Development

- 7.1 Create engagement and motivation within the sales team
- 7.2 Develop individual strengths and competencies
- 7.3 Corporate culture and its impact on results

MODULE 4

Leadership and Personnel Management

1. Clarity in Leadership

- 1.1 Define and communicate clear leadership principles
- 1.2 Establish and maintain a positive and productive work culture
- 1.3 Leadership styles and their impact on the sales organization

2. Recruitment and Selection

- 2.1 Strategic recruitment to build a successful sales team
- 2.2 Using modern recruitment methods and technologies
- 2.3 Assessment and selection of sales personnel

3. Training and Development

- 3.1 Planning and conducting effective sales training
- 3.2 Continuous skill development for the sales team
- 3.3 Mentorship programs and their role in professional growth

4. Clear Roles and Responsibilities

- 4.1 Clarify expectations and responsibilities for the sales team
- 4.2 Create effective job descriptions and roles
- 4.3 Manage and prevent role conflicts within the sales organization

5. Working with Motivation and Rewards

- 5.1 Strategies to increase motivation within the sales team
- 5.2 Using various reward systems and incentives
- 5.3 Managing and preventing decreases in motivation

6. Conflict Management

- 6.1 Identify and manage conflicts effectively
- 6.2 Promote open communication for conflict resolution
- 6.3 Rebuild relationships after conflicts



The goal of the education

The goal of the education is that the student, after completing the education, has acquired the knowledge required for qualified and independent work in the field.

Eligibility requirements

No special eligibility requirements

Assessment criteria

After completed training, with approved results on all assignments and tests, the student receives a certificate. The head teacher for the education is the one who examines the student.

Degree title

Certified Sales Manager

The scope of the training

The studies can be carried out at any study pace and comprise of approx. 8 weeks of full-time studies