

Advanced Diploma in Sales Management (Adv.Dip.Sales.Mgmt)



Advanced Diploma in Sales Management



About the Course

The current economic downturn will mean that the Sales profession will be under increased pressure to reach ever higher targets as well as beat the competition. It is estimated that the key priority of organisations over the coming years is to survive and achieve Sales.

Only the most qualified Sales Managers will survive the tough challenges ahead. To build a successful career in Sales Management, it is essential that individuals can achieve results but also most importantly know how to get the best from their sales team. Sales staff, need to be well managed, coached and encouraged to meet their targets and increase their performance. Without mentoring, sales teams lack the support they require to achieve their potential.

As markets become increasingly competitive, there is more emphasis on managing sales operations and sales personnel than ever before. The Advanced Diploma in Sales Management provides a unique opportunity to learn and develop the key skills required to be an excellent sales manager.

Ideally suited for individuals, who want to gain a thorough understanding of the principles and practice of Sales Management. Also suited for newly appointed sales managers or for sales executives who intend to move up the career ladder and manage a sales team. This course provides excellent career opportunities and facilitates progression in sales focused organisations.

Course Aims & Objectives

This course provides you with the skills and techniques necessary to be an effective Sales Manager. Participants learn how to manage the sales force, motivate the sales together a sales strategy, train and develop sales staff, manage key accounts, implement a promotion or marketing programme, improve communication, make budget forecasts and achieve sales targets.

In an increasingly competitive market place, the theory and practice of Marketing, Public Relations and Advertising is also explored as a means to meet sales objectives and achieve real growth for you and your organisation. This is a comprehensive programme which seeks to educate and train the Sales Managers of the future. The course is delivered by experienced Sales Managers with experience in several different industries.

Advanced Diploma in Sales Management - Core Subjects

There are 15 core subject areas to study:

1. Business Management
2. Internal Organisation
3. External Organisation
4. Management Process
5. Human Behavior
6. Management Skills
7. Managing the Salesforce
8. Sales Management Skills
9. Territory Management
10. Sales Techniques
11. Motivating & Managing Teams
12. Recruitment, Selection & Salaries
13. Issues in Sales Management
14. Leadership & Supervision
15. Sales Promotion

Course Overview

Business Management:

Examines External and Internal business environment and how it effects sales and business. Areas covered include Internal and External Organisation, Management process, Human Behavior, Management Skills.

Managing the Salesforce:

Functions and Organisation of the Sales Force, Choices in Sales force Organisation Sales force and strategy, Determination of Salesforce size, Organisation of the Selling effort, Sales Management Information Systems.

Sales Management Skills:

Delegation, Responsibilities & Duties, Organising Sales Meetings, Running stimulating Sales Meetings and Conferences, Presentation & Communication skills, Monitoring Activity Reports, Following Leads, Enquiry Generation, Push & Pull factor, Forecasting Budgets and Sales Targets, Sales Planning – Research and Projections, Managing the Sales Force, working the territory, Graphs, Percentages and Figures.

Territory Management:

Issues in Territory Design, Call and Contact Routing and planning, Time Management, Implementing a Territory Plan.

Sales Techniques:

Relationship Selling, Consultancy Selling, Strategic Selling, Partnership Selling, Personal Selling Skills, Negotiating Skills.

Motivating & Managing Teams:

Motivating the team, Implementing motivation programmes that will work, Designing Reward Schemes, Managing a Telephone Sales Team, Managing a Field Sales Team, Create a positive working environment, Basic Sales Training and Developing the Sales Force, Controlling Sales Activities and Improving Sales productivity, Performance Monitoring, Performance Review & Appraisal.

Recruitment, Selection & Salaries:

Preparing for interviews, Sources of recruitment, Selecting the right candidate, Calculating Salary, commission, bonuses and expenses, Financial incentives, Assessing pay and performance, Evaluation of sales personnel.

Issues in Sales Management:

Principles and Practice of Irish Law in relation to Sales, Company Rules & Regulations, Ethical concerns in Sales & Sales Management, Ethical Behaviour, Legal constraints, Terms & Conditions of Trade.

Leadership & Supervision:

Leadership Styles, Means of supervision.

Sales Promotion:

Developing the Business and penetrating markets, Marketing, Public Relations and Advertising, Key Account Management, Online/Cyber Marketing, E-Commerce, Direct Marketing, Internet & IT Applications in Selling and Sales Management, Database Marketing & Telemarketing, Organising Exhibitions, Conferences and Events. Rewarding clients and customers, Implementing Loyalty schemes.

Why chose CMI?

1. CMI is registered as a quality education provider by [FETAC](#) – Further Education Training and Awards Council and is registered with Department of Education offering courses recognised under the NFQ, [National Framework of Qualifications](#).
2. Upon successful course completion students receive a Level 6 FETAC Award in Business Management.
3. Students receive an Advanced Diploma in Sales Management which is awarded by CMI.
4. Since 2004, CMI has built an excellent reputation with employers as one of Irelands leading Management educators.
5. CMI brings over 50 years of combined Management Studies experience from our panel of qualified Management professionals.
6. CMI has demonstrated in the past four years that they are committed to Management excellence. Courses are annually researched and updated to meet the demands and needs of Strategic Managers.
7. Many past students now work in junior, middle and senior Management positions for some of the leading Irish and international companies.
8. Online course notes, journals, information websites and relevant articles are available online to download at all times.
9. Courses are centrally located off Dame Street, Dublin 2
10. CMI Lecturers work in Management and Management consultancy and can provide you with personal insights relevant to real world scenarios. They offer you class exercises and assignments which allows you to develop your Management knowledge/skills in a stimulating class environment.

Methodology

Students are expected to read recommended texts to complement course materials. The Advanced Diploma in Sales Management is only awarded to students who successfully complete twenty weeks of assignments, projects, lectures as well as a compulsory exam.



AWARDS

- Advanced Diploma in Sales Management- ; Award Body: CMI
- FETAC Level 6 Component Award in Business Management: FETAC (IRL) – National Award



Duration and Cost

The Advanced Diploma in Sales Management is 20 weeks in duration and takes place once a week. Please refer to CMI website for current up to date course cost. All course fees are payable in advance unless you are unemployed or work part-time, in which case, a two payment instalment plan is offered. See Terms & Conditions on booking part of CMI website. Please note places are limited. Evening class plus Saturday class option.

Booking:

To book simply log on to the 'Book a Course' part of CMI's website and submit your details.

Progression

Graduates of this programme go on to pursue a Degree in Management or Business or related area, a Higher Diploma qualification.

Course Eligibility

This course is open to people from any educational background and with various levels of work experience. If you are anxious about your eligibility, please contact CMI and a representative will be more than happy to explore your exact needs.

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