

Certified Sales Manager (CSM)

Course Outline

COURSE INFORMATION

Course Description:

To create a consistent approach to sales team management, the training uses a number of case studies and exercises. To build a shared vocabulary around core sales management competencies, group presentations and self-assessment tools will be used.

Certification Program Objectives:

- Demonstrate characteristics of a successful sales manager in today's market.
- To improve sales performance, create and deliver sales plans, manage sales territories, and apply various forecasting models.
- Assess and train the sales crew in order to boost sales and earnings.
- Conduct sales coaching and counseling sessions that are effective.
- Improve sales and employee retention by utilizing their leadership and team-building skills.

Certification Requirements:

- Bachelor's Degree
- 5 years of work experience in Sales Management

Mode of Assessment:

- To be certified in as a CSM, students should take up a 1.5 hours exam at the designated examination centres.
- The student may also have an option of taking online exam. They would receive the username and the password and has to attempt the exam on the scheduled date. The qualifying exam would consist of 50 multiple choice questions, testing core certification modules.
- Professionals with relevant experience and other qualifying criteria may be exempted from the examination, which may be substituted by practical/project-based assessment.

Training Curriculum:

This 21-hour certification program relies on using a variety of case studies and exercises to develop a consistent approach to sales team management. It also includes group presentations and self-assessment tools to create a shared language around critical sales management competency.

9 hours of training shall be provided by the institute whereas 11 hours will be carried forward towards the next level of the training program.

Course Content:

Lesson 01: Sales Management Definition and Functions

- Sales management defined
- Sales management functions
- The position of personal selling in the marketing mix
- Role and responsibilities of a sales manager
- Top characteristics of a successful sales manager
- Costly mistakes commonly made by sales managers

Lesson 02: Sales Planning and Organizing Sales Operations

- Sales planning fundamentals
- Formulating sales strategies
- Sales forecasting techniques
- Organizing the salesforce
- Structuring and deploying the salesforce
- Territory design, allocation, and management
- Key Account Management (KAM) best practices

Lesson 03: Sales Management Capstone Competencies

- Recruitment of salespeople
- Recruiting and staffing a salesforce
- Determining the number of salespeople
- Training and coaching the salesforce
- Developing and conducting a sales training program
- The field training process

Lesson 04: Team Leadership and Motivation

- Team development
- Team development stages
- Coaching salespeople for peak performance
- Sales coaching definition
- The sales coaching process
- Leadership principles and skills
- Situational leadership
- Motivation guidelines and principles

Lesson 05: Sales Performance Management

- Definition and benefits of performance appraisals
- The critical importance of setting standards
- Types of standards: Benchmarks for comparison
- Characteristics of an effective sales appraisal system
- Sales evaluation models

Lesson 06: Sales Plan and Control

- Components of a sales plan and control
- The critical importance of setting performance standards
- Qualitative and quantitative measures of performance – exploring the best sales evaluation models
- Structuring and deploying the sales force
- Territory design, allocation, and management

Lesson 07: Vital HR Competencies for Sales Managers

- The Interviewing, Qualifying and Hiring Process
- Identifying the best practices for hiring productive sales professionals
- Psychographic profiling techniques to better predict on-the-job success
- How to better evaluate sales skills, motivation and commitment
- Managing Employee Turnover
- Handling the underperforming sales team member
- Fundamentals of conflict management

Lesson 08: Establishing Sales Motivation & Compensation Programs That Drive Superior Performance

- Crucial factors to consider when developing sales compensation programs
- How to link sales force incentives with your firm's business strategies
- Understand motivators of each employee for accelerating their results
- Increasing motivation with a simple approach to recognition, contests and competition
- Rewarding top performers while counseling poor performers to boost their results
- How to design or recommend a total compensation plan that will lead to goal attainment

Lesson 09: The Marketing Mix

- Product and Brand Strategy
- Integrated Marketing Communication: Advertising, sales promotions, PR and Direct Marketing
- Distribution strategy
- Pricing Strategy

Course Learning Outcomes:

- Within your sales team, establish a quantifiable benchmark.
- Increase the credibility of your sales team to set them apart.
- By establishing a recruiting guideline for new employees, you may lower turnover.
- Assist in professional development and continued training.

- Show that you are dedicated to your field.
- Learn the business language, and communicate clearly about issues involving the main operations of the company.
- Create a successful organization and manage personnel well.



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