



*Training Course:
ISM-Endorsed Certified Sales Manager*

30 November - 4 December 2025

Dubai (UAE)

Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course: ISM-Endorsed Certified Sales Manager

Training Course code: SM236189 From: 30 November - 4 December 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4500 € Euro

Introduction:

In today's competitive marketplace, effective sales management is a critical factor in driving business growth and achieving organizational success. The role of the Sales Manager has evolved from simply supervising sales teams to being a strategic leader who builds high-performing teams, drives revenue, and aligns sales operations with business objectives.

This ISM-Endorsed Certified Sales Manager program is designed to provide participants with the knowledge, tools, and techniques necessary to lead successful sales teams, implement strategic sales plans, and foster long-term client relationships. Through practical applications, group exercises, and real-world case studies, participants will develop the leadership, coaching, and analytical skills required to excel in modern sales management.

Objectives:

By the end of the program, participants will be able to:

- Understand the strategic role of a Sales Manager and align sales goals with business strategy.
- Build and manage high-performance sales teams using modern leadership techniques.
- Develop and implement effective sales plans, targets, and KPIs.
- Analyze sales performance and use data-driven insights for continuous improvement.
- Coach, motivate, and retain top sales talent.
- Lead customer-centric strategies to improve client satisfaction and loyalty.

Target Audience:

This program is ideal for:

- Sales Managers and Supervisors
- Team Leaders in Sales or Business Development
- Aspiring Sales Managers and Senior Sales Professionals
- Regional or Area Sales Managers
- Professionals seeking ISM-endorsed sales leadership credentials

Course Methodology:

The program uses a combination of interactive lectures, practical exercises, group discussions, role-playing, and case studies to reinforce key concepts. Real-world applications and performance analysis tools will be introduced to ensure hands-on learning.

Outlines:

Day 1:

The Role of the Modern Sales Manager

- Understanding the strategic function of sales management
- Transitioning from top salesperson to sales leader
- Characteristics of successful sales managers
- Defining sales goals, targets, and KPIs
- Aligning sales operations with organizational strategy

Day 2:

Building and Leading High-Performance Sales Teams

- Recruitment and selection of top sales talent
- Onboarding and training strategies
- Team dynamics and motivation
- Leadership styles and when to apply them
- Managing performance and accountability

Day 3:

Sales Planning and Performance Management

- Developing effective sales plans and territory strategies
- Sales forecasting and budgeting
- Pipeline management and CRM optimization
- Data-driven decision making and reporting
- Analyzing team and individual performance

Day 4:

Coaching, Motivation, and Retention

- The art of sales coaching and feedback
- Motivational strategies and incentive structures
- Identifying and managing underperformance
- Building a culture of recognition and excellence
- Talent retention and succession planning

Day 5:

Customer-Centric Sales Leadership

- Shifting toward consultative selling and value creation
- Leading customer relationship strategies
- Handling objections, negotiations, and key accounts
- Long-term client development and loyalty programs
- Final assessment, action planning, and certification briefing

Registration form on the Training Course: ISM-Endorsed Certified Sales Manager

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