

Informa Connect

Academy



Certified Sales Management Professional

Develop a dynamic and full perspective on Sales Management, linking Sales activities to Business Strategy and Commercial Objectives

Course Level: Essential



Duration: Four Days
Attend In-Person or Live Digital

In partnership with



EARN UPTO 24 CPD POINTS

Course Information

Course Overview

Sales professionals have always been tasked with delivering commercial results to achieve business objectives, however, the scale of competition and focus on value by customers makes success even harder.

You are leading a Sales Team and producing results – but how do you know if you are being truly successful?

How much do you understand about what motivates customer choice and future loyalty?

How do you start to develop your Sales Team and capabilities?

Key Learning Outcomes

In attending this course, the delegate will:

- Gain the understanding, tools and frameworks used to create successful Sales Plans
- Focus on customer understanding to enable the creation of winning sales propositions and drive Key Account Management (KAM) approaches to sales resource deployment in KAM
- Understand how to build a high performing Sales Team using simple tools and approaches
- Learn how to drive commercial performance through an integrated Go-To-Market strategy
- Define real-world applications and connect performance monitoring back to performance-driving activities
- Learning through discussion, and simple everyday examples, avoiding too much theory or jargon

Education Partner



Established in 1996, The CPD Certification Service is the independent CPD accreditation centre working across all sectors, disciplines and further learning applications and supports policies of institutional and professional organisations globally.

CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up-to-date. This course is an accredited Continuing Professional Development (CPD) training which means it meets CPD standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality.



**Corporate
Member**

The CPD Certification Service



Course Information

Who Should Attend

This course is targeted at Sales and Commercial professionals at all levels including Sales Directors and Managers, General Managers, Client Leads, Key Account Managers, Category Managers and all those involved in Sales.

The training is focused on four key themes:

- Creating the Right Direction
- Creating the Right Offer
- Creating the Right Team
- Creating the Right Results

Course Requirements and Certificates

Delegates must meet two criteria to be eligible for an Informa Connect Academy (ICA) Certificate of Completion:

- **Satisfactory attendance** - Delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
- **Successful completion of the course assessment** - Assessments will be ongoing and based on in-class participation and activities

Delegates who do not meet these criteria will receive an ICA Certificate of Attendance. If delegates have not attended all sessions, the certificate will clearly state the number of hours attended. In-person delegates will receive a printed (or hard copy) certificate and digital delegates will receive a soft copy.

Learning Style

This course is highly practical and very hands-on. Delegates will work together to apply each topic element to a series of exercises chosen to work equally well for B2B or B2C attendees. The teams will create a dynamic learning environment and an opportunity to question both theory and practical application.

Getting the most out of the course will mean engaging in the content, with reflection on its application in their own business context. The trainer will bring the learning to life with examples and personal experiences of decades working for leading marketing companies.

They will also act as coach and facilitator to you and your fellow attendees to support your working together and sharing of business challenges.

Competencies

- Building a strategic approach to Sales, coupled with an agile Sales team makes the challenge more achievable
- Understanding that Sales is not an isolated function, and needs to leverage effective Marketing to drive demand
- Creating joint Go-To-Market strategies is essential to winning in the current marketplace and to success in the future

Course Schedule

The course will commence at 9:30 and end at 16:30 GST (GMT+4). There will be short refreshment breaks and an hour-long lunch break at 12:45.

Meet Your Course Director



Miles King

Miles is a commercial leader and consultant with over 25 years of experience in creating strategy, developing and executing commercial and marketing plans, designing organisations and building capabilities, developed through senior roles and engagements in both B2B and B2C markets.

An experienced coach, trainer and educator, Miles works to create and deliver content on commercial strategy and strategic marketing topics for individuals and teams from Board level to early career stages.

As CMO at Arup, he delivered all External Marketing and Internal Communications, including brand relaunch, all digital channels, and marketing leadership via specialist teams for Digital, Film, Design, PR and Press. At Diageo in Global Marketing Director roles for Africa Spirits (pan-Africa portfolio role), Guinness Global Brand (brand development, TV advertising, innovation projects). In the US he developed the Commercial capabilities of the Sales teams Nationally/State through the creation of the strategic accounts (KAM) organisation.

In FMCG, he has worked to develop and implement the Commercial Strategy through the redesign of Sales teams, Category Mgt and Customer Insight to deliver against ambitious goals and strong competition. Aligning functional teams to strategy and deploying Sales resources more effectively. At Brand Learning he created marketing best practices, processes and content that was translated into executive learning programmes to build commercial capabilities.

Miles has also worked in the strategy consulting (Marakon, Cognosis) and engineering design sectors (Arup). During his career he has led projects to redefine strategic business focus, relaunch brands, prepare firms for merger and post-merger integration, create and deliver commercial capabilities, and redesign functions. Recently, he has been working across geographies/cultures to deliver engaging learning to individuals and organisations in US, UK and Middle East. Miles uses his broad commercial experience as part of training delivery to bring the learning to life.

Miles has an MBA from London Business School, engineering degree from Imperial College and is a Chartered Engineer. A developer of new ideas and pragmatic solutions, he is never happier than when creatively solving problems.

An experienced trainer favouring face-face, but highly skilled on all virtual platforms and in mixed-mode 'Hyflex' delivery.

Course Outline

Day One: Right Direction

Business Context

- Alignment with strategic objectives (mission and vision)
- What is our part in the plan?
- Defining commercial objectives
- Sales and marketing combined
- Marketing goals (and activities)
- Sales goals and objectives

Competitive Context

- Understanding your market and competitors
- Strategic research
- Structural advantages and levers
- Forecasting and growth projections

Sales Models and Frameworks

- Frameworks and models to guide Sales Strategy
- Creating Sales strategies as part of the Business Strategy

Day Two: Right Offer

Customer Understanding

- Who are our customers?
- How much do we know about them?
- What do they value?
- Who are the decision makers?

Creating the Right Product

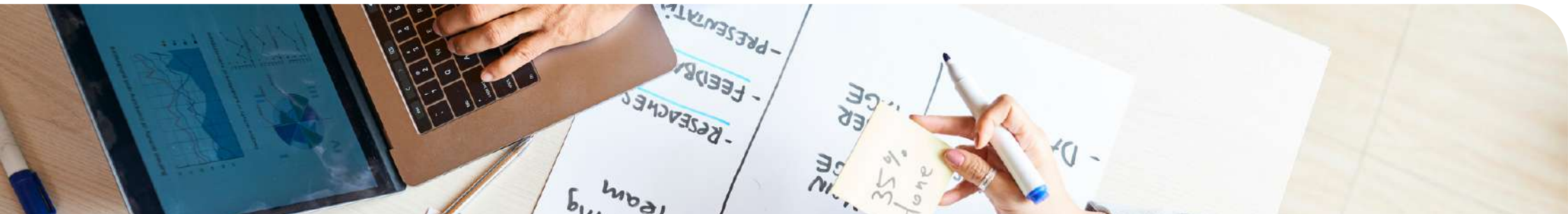
- What is our product offer?
- What is our product feature set?
- What are the functional and emotional benefits?

Creating the Right Sales Proposition

- What is our pricing strategy?
- What is our discount/promotion strategy?
- What is our service level?
- What is our customer service/ customer support offer?

Making the Right Customer Investment

- How do we segment our customers?
- What is the difference between a partnership and a relationship?
- What is Key Account Management?
- How to think about our investment in customers



Course Outline

Day Three: Right Team

Sales Team Organisation

- Orienting the team to the customers
- Focusing on the highest-value customer segments
- What does our Sales offer look like for lower-tier customers?
- Building the right capabilities in the team

Sales Team Management

- What are the reporting and decision-making channels?
- What information needs to be shared?
- How to create the right information for the team
- Giving feedback and assessing performance

Understanding Your Team

- What are the profiles of your team?
- What characterises a successful Salesperson on your team?
- Profile characteristics of typical Sales teams
- What does an ideal Sales team look like?
- Recruiting Sales Team members

Incentivising the Team

- What are the key elements of effective Sales incentive plans?
- Which elements are relevant and actionable in my company?
- Timeframe of incentives
- Aligning incentives with business objectives

Day Four: Right Results

Setting Effective Goals and Objectives

- What are the overall business goals?
- Connecting to Sales targets, annual, quarter, weekly...
- Translating Sales team targets into customer objectives

Creating Our Go-To-Market Strategy

- Bringing together Sales and Marketing
- Integrated planning, and joint calendars
- Leveraging Marketing activities to drive sales
- Sales materials and support

Effective Negotiation

- Approach to customer negotiation
- Techniques to ensure success
- Understanding negotiation tradeoffs
- Identifying low-cost 'giveaways'
- Targeting the decision-makers

Monitoring and Evaluation

- How to capture Sales statistics
- What are the most important metrics and KPIs?
- Which incentives and investments are working?

Calculating RoI

- Looking at effectiveness, what do we mean by RoI?
- Sales attribution in a digital world
- Calculation of RoI and key considerations

Course Outline

Day Four: Right Results (continued)

Reporting and Course-correcting

- Closing the loop to ensure Sales performance is on track
- Identifying areas of success - what can be learned?
- Where is performance falling short - Identify issues
- Action-oriented remediation plans - What to do?
- How to manage perceptions of 'red' tracker status

Championing Best Practice

- Identifying best practice
- Importance of examples and success stories
- Determining codes for growth
- Building a high-performance team

Rewarding and Celebrating Success

- When should you celebrate?
- Individual vs collective rewards
- Role of recognition
- Leveraging goodwill for the future



Certified Sales Management Professional

APPLY
NOW

| Attend In-Person | Attend Live Digital |
|------------------|---------------------|
| US\$ 5,445 | US\$ 3,025 |

Pricing excludes 5% VAT, charged where applicable.

To Register Click Here

For Special Offers And Discounts:

Call: +971 55 176 0524
Email: MEenquiries@informa.com
Visit Website: www.informa-mea.com/training/special-offers

Want To Run This Course In-Company?

Call: +971 4 407 2624
Email: cts@informa.com

ABOUT INFORMA CONNECT ACADEMY

Informa Connect
Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/terms-of-use/>. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com

MARKETING, SALES & COMMUNICATIONS

© Copyright Informa Middle East Ltd

Informa Connect Academy

If you have any questions about the course
or applying, please contact us on:



www.informacconnect.com/academy



register-mea@informa.com



+971 4 408 2894

APPLY
NOW