

*"I have come away from this course with a new vision for the Sales department!"*

*- Ammar Mohammed*

# Effective Sales Management

A powerful **3 Day Course** to inspire yourself and your sales team to reach their goals.



## Course Date

Please enquire with  
[info@ismdubai.com](mailto:info@ismdubai.com)  
for next Dubai dates



**ISM**  
ISM TRAINING

*Advance your career...  
achieve your goals*

# ISM Training

ISM Training provides the most comprehensive range of learning and development solutions to meet the needs of individuals and companies. ISM Training helps clients achieve significant behaviour changes leading to improved productivity and increased competitive advantage in today's increasingly complex markets.

## Advanced Sales Management Introduction

The pace of the Sales professional is fast and demanding. The rewards are high and the potential to increase earnings, social status and career prospects is without limit. Increasing competition creates a climate where only the most dedicated and professional sales people will excel.

This programme takes experienced sales managers to the next level and maximizes sales force performance.

*"This course really addressed my management needs, the hands on approach helped the learning experience."*

*- Tania Rozario, eCompany*

## Purpose of this course

This course is to learn and understand how to achieve business goals through effective leadership, sales force design, selection, training and motivation.

To enable you to be more successful, gain more job satisfaction and achieve highly profitable sales for your company.

## Upon successful completion the attendees will learn to :

Sales managers will gain the ability to set clear individual and team goals; provide product and market training; coach selling skills; guide strategy development and execution; get motivated and improve employee motivation; measure results; and make appropriate team adjustments.

# Key areas covered

**01** ▶ The Role s and Responsibilities of the Sales Manager.

**02** ▶ The Sales Planning Process.

**03** ▶ Recruitment - Seven key elements of recruitment.

**05** ▶ Control-objectives for a professional.

**07** ▶ Motivation – Theory and how to apply it.

**09** ▶ Prepare job descriptions and person profiles for selling roles.

**10** ▶ Makig best use of available selling time and maximise effectiveness in face-to-face selling.

*“You were born to win, but to be a winner, you must plan to win, prepare to win & expect to win.”*  
- Zig Ziglar

**04** ▶ Field Training and coaching.

**06** ▶ Conducting Appraisals.

**08** ▶ Meetings – How to make them productive.

## Who should attend?

- Regional sales managers driven to improve sales team performance.
- New or transitioning sales managers.
- Top sales performers considering the jump to sales management.

## Participants

The course will have a maximum of 18 people who will be selected based on the type of business they are in and their job role to ensure a thorough mix of industries, ideas and experience.

## Training Methods

The programme is designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels. In addition the course leader's specialist knowledge and guidance are available in all sessions.

The programme will be supported with handouts and post course references. The design of each course will provide for each delegate's preferred learning style and optimise experiential learning processes. Tutor inputs will be aimed at giving direction and guidance to ensure effective learning, skill enhancement and attitudes to move with the times.



## Course Leader: Steve Halligan

Steve has been active in all aspects of sales, negotiation and account management for over 25 years and is the Managing Director of a highly respected UK employee motivation consultancy.

His highly energetic and clear communication style helps to make what can be very complex issues, simple and understandable with actionable ideas and recommendations.

He has worked with multi-national, local companies and several government bodies. With the research tools he has developed he has a wealth of data and case studies to support his consulting and training interventions.

Steve has developed and delivered a series of training programs for ISM across the Gulf region ranging from sales, key account management, negotiation, interpersonal and communication skills to personal skills such as time management and public speaking.

His highly energetic and dynamic style ensures that all course delegates leave with some new found knowledge or ability.

*"A professional course leader with real knowledge and experience has opened my mind up to a new way of working."*

*- Jackie Salem, HCT*

## COURSE REGISTRATION FORM

### Advanced Sales Management



**ISM**  
ISM TRAINING

Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

## 01 CHOOSE YOUR PACKAGE

1 Delegate: 6,450 Dhs

2 Delegate: 12,255 Dhs

3 Delegate: 17,415 Dhs

4 Delegate: 20,640 Dhs

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

## 02 ATTENDEE DETAILS - Please complete in block capitals

No	Full Name	Job Title	Tel (inc country code)	E-mail
01				
02				
03				
04				
05				

## 03 COMPANY DETAILS - Please complete in block capitals

Organisation Name:  Industry:   
Address:  Postcode:   
Country:  Email:   
Tel:  Fax:

Authorized Signature' (Mandatory):   
Authorising Signature' Name:

By signing this form I have read and agreed to ISM's terms and conditions listed below

## 04 INVOICE CONTACT AND PAYMENT - If different from above

**Note:** Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing   
Tel:  Fax:  Email

## 05 TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of USD50

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM

Find us in Social Media

or please fax this form to + 971 4 457 3999  
to receive your confirmation and delegate pack.



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