



Consulting and Training | Reach New Heights

**Course Name**

# Certified Sales Manager

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**Sector Name**

Sales, Marketing and Customer Service

**Document Type**

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## Certified Sales Manager

### Course Introduction

Sales management plays a pivotal role in driving revenue growth, market competitiveness, and long-term customer relationships. As markets become more competitive and customer expectations continue to evolve, organizations require sales managers who can lead teams strategically, manage performance effectively, and align sales activities with broader business objectives.

The Certified Sales Manager course is designed for sales professionals who have progressed beyond individual contributor roles and are now responsible for leading, managing, and developing sales teams. Within **BOOST** professional development portfolio, this program focuses on strengthening the managerial, analytical, and leadership capabilities required to succeed in modern sales management roles.

The course emphasizes the critical transition from selling to managing sales. Participants explore how to plan and execute sales strategies, manage pipelines and forecasts, coach and motivate sales teams, and monitor performance using structured, data-driven approaches. Equal attention is given to customer-centric selling, ethical sales conduct, and collaboration with marketing, operations, and finance.

**By combining strategic** insight with practical management tools, this program equips participants with the skills and confidence needed to manage sales teams effectively, improve performance consistency, and contribute to sustainable revenue growth and long-term customer value.

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## Certified Sales Manager

### Target Audience

- ✓ Sales managers and assistant sales managers
- ✓ Senior sales executives preparing for managerial roles
- ✓ Account and key account managers
- ✓ Business development managers
- ✓ Team leaders supervising sales teams
- ✓ Commercial managers overseeing sales functions
- ✓ Professionals seeking formal certification in sales management

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### Learning Objectives

- ✓ Understand the role and responsibilities of a sales manager
- ✓ Apply effective sales leadership and management practices
- ✓ Develop and execute sales plans aligned with business objectives
- ✓ Manage sales pipelines, forecasts, and performance metrics
- ✓ Coach, motivate, and develop sales team members
- ✓ Strengthen customer relationship and account management strategies
- ✓ Use data and insights to support sales decisions
- ✓ Promote ethical and professional sales management practices

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### Course Outline

#### ✓ **01 Day one**

##### **The Role of the Sales Manager and Sales Leadership**

- ✓ Evolution of sales management roles
- ✓ Transition from salesperson to sales manager
- ✓ Responsibilities and competencies of effective sales managers
- ✓ Sales leadership styles and behaviors
- ✓ Aligning sales goals with organizational strategy
- ✓ Ethics and professionalism in sales management

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### Course Outline

#### ✓ **02 Day Two**

##### **Sales Planning and Strategy Execution**

- ✓ Sales planning processes and objectives
- ✓ Territory and account planning
- ✓ Setting realistic and measurable sales targets
- ✓ Aligning sales strategies with customer and market needs
- ✓ Coordinating sales activities with marketing and operations
- ✓ Managing sales resources efficiently

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### Course Outline

#### ✓ 03 Day Three

##### **Managing Sales Performance and Forecasting**

- ✓ Sales pipeline management
- ✓ Sales forecasting concepts and techniques
- ✓ Key sales performance indicators (KPIs)
- ✓ Monitoring and analyzing sales results
- ✓ Identifying performance gaps and corrective actions
- ✓ Using data to improve sales effectiveness

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### Course Outline

#### ✓ 04 Day Four

##### **Coaching, Motivating, and Developing Sales Teams**

- ✓ Building and sustaining high-performing sales teams
- ✓ Coaching techniques for skill and performance improvement
- ✓ Motivation, incentives, and performance drivers
- ✓ Performance reviews and feedback conversations
- ✓ Managing underperformance and difficult situations
- ✓ Developing future sales leaders

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### Course Outline

#### ✓ **05 Day Five**

##### **Customer Management and Continuous Sales Improvement**

- ✓ Customer-centric sales management
- ✓ Key account and relationship management
- ✓ Customer retention and loyalty strategies
- ✓ Managing complex sales challenges and objections
- ✓ Continuous improvement in sales processes
- ✓ Developing a personal sales management action plan

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### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 8, 2026	June 12, 2026	5 days	4250.00 \$	UAE , Dubai
Sept. 14, 2026	Sept. 18, 2026	5 days	4950.00 \$	Spain , Madrid
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
March 14, 2027	March 18, 2027	5 days	4250.00 \$	KSA , Riyadh
May 18, 2026	May 22, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 17, 2026	Aug. 21, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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