



One World, One University



Certified Sales Manager

شهادة مدير مبيعات معتمد

متوفر
باللغة
العربية



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❖ Introduction

Sales are one of the means that can be used to assess the extent to which companies succeed in achieving their goals and success in spreading their products in the markets, and with the complexity of business systems and the expansion of activities that companies need, it is no longer available for management to carry out all work tasks, but each job has become a complete science that is studied during the university years, it is useful in acquiring the basics, followed by support for that study with professional experiences during the practice of work, and the most prominent of which is the jobs required by various companies and institutions at the present time is the position of a certified sales manager





❖ Aims:

- Addressing the ways and methods of selling to customers and requires an understanding of all sales techniques and ways to achieve high levels of sales, whose increase coincides with the increase in profits achieved by companies.
- Sales departments are the most important area in various companies, and the tasks of the sales manager vary, as he specializes in many different tasks.

❖ Functions of the Sales Manager

- Planning for sales and selecting the human resources needed by the sales department, supervising them and training them as well as sales.
- The sales manager is responsible for designing successful sales strategies that require experience and skill from people with experience, skill and ability to deal with different types of people.





- A successful sales manager must possess successful and distinguished administrative skills in addition to a good ability to manage matters, solve problems, and choose human resources with competence and excellence, and ambitious and able to meet the requirements of work in the field of sales.
- The necessity for the sales manager to possess the skills of planning and organizing sales activities, drawing sales policies, supervising the efforts of the salesmen and providing them with appropriate guidance in a good way, given that they face the company or institution in front of customers.





- The sales manager is considered the link between prices, products, markets and customers. He also works to coordinate sales activities, motivate sales representatives and provide multiple images on continuous motivation for them.
- Coordination between sales as a department and other departments such as marketing, stores, procurement, etc., and making reports on sales activity, identifying the most important weaknesses and strengths in the sales system in the organization, and this is creatively creating reports on sales workers and their most important achievements and the strengths and weaknesses of each of them





❖ Program themes

Sales management assets

The transition to the sales department: new responsibilities and expectations.

- Industry profile.
- Company profile.
- About the department.
- Get to know your employees.
- Your managers' expectations.
- Meet others in the institution.
- Meet with clients.
- Your team.
- Your career life.
- It's all about communication.
- Strength point.
- Weaknesses.
- The High D one desires.
- He who has the highest authority (High D) needs





- Style of communication.
- Writing style.
- Strength point.
- Weaknesses.
- High I want to.
- High impact (High I) needs.
- Style of communication.
- Writing style.
- Strength point.
- Weaknesses.
- High S desires.
- High stability (High S) needs.
- Style of communication.
- Writing style.
- Strength point.
- Weaknesses.
- High C would like to.
- High-conscious people need to.
- Style of communication.
- Writing style.





❖ Sales Planning: Determining the direction of the sales team

- The role of sales.
- The role of marketing.
- Sales organizations.
- Marketing organizations.
- External.
- the interior.
- The mission at the corporate level.
- The mission at the division or department level
- Work steps.
- Responsibilities.
- tracking.
- Flexibility.
- Time management, area planning, and sales forecasting.
- Expanding job opportunities.
- Job enrichment.
- Tasks that can be delegated.
- Tasks that cannot be delegated





- Some general things about do or not do in the mandate.
- Agreement on performance standards.
- Provide training.
- Taking interest.
- Giving appropriate rewards.
- Contact register.

❖ **Skills of the sales manager**

- Recruiting, interviewing and employing the best employees completely.
- Learning and experience.
- Preparing relationship reports.
- Work environment.
- Salary.
- Receivables.
- Growth opportunities.
- Special requirements.
- Internal stimuli.
- Maximizing employee recruitment from campus





- Maximize staff conditional staff.
- Advantages and disadvantages.
- Maximizing the company's websites.
- Maximize job fairs.
- Newspaper ads maximization (advertising costs).
- Maximize recruitment companies.
- Patterns of interviews that should be avoided.
- Multiple interviews.
- Candidate inclusion.
- Examination of tests / examinations.
- Verify the references and approved documents.
- Principles of law.
- Building an environment for motivation: compensation plans, recognition, and bonuses.
- Hygiene agents or removals of potential stimuli or triggers





- To stimulate theory.
- Weighted strengths of aesthetics.
- Potential aesthetic weaknesses.
- Social Weighted Strengths.
- Potential social vulnerabilities.
- To stimulate social.
- Policy's weighted strengths.
- Potential policy weaknesses.
- To stimulate policy.
- Construction's weighted strengths.
- Potential structural weaknesses
- To stimulate constructional.
- Weighted economic strengths.
- Potential economic weaknesses.
- To stimulate the economy.
- Additional thoughts about internal stimuli





- Identify triggers.
- Salary (basic/principles) only.
- The commission (variable fee or incentive) only.
- Salary plus commission.
- Salary plus bonus.
- No-cost ways to praise.
- Low cost bonuses.
- Sales competitions.
- Expense management
- Training, exercise and guidance when and how to apply each.
- The unqualified, unconscious





- Unqualified, conscious.
- Conscious qualification.
- Conscious qualification.
- Reinforcing / repelling stimuli.
- Problems with the use of repulsive stimuli.

❖ Participants:

Professionals who seek progress and obtain the highest positions in the field of sales management within local and international organizations and who are interested in this field.

