



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Sales Manager Leadership Development

Developing sales management competencies to drive peak sales performance

Program starts in February 2024



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OVERVIEW

The evolving dimensions of collaboration, accountability, technology, and competition add complexity to today's business and sales environment.

The post-pandemic era continues to bring change and the need for many companies to adapt. As the buying process, in the new normal, and the customer journey continues to develop, sales managers and supervisors can no longer get by relying on the skills they've used previously.

To effectively respond to this, sales organizations should focus on developing the sales capabilities and leadership competencies of their sales supervisors and managers to drive peak sales performance and keep up with changing times.

An outstanding sales leader can inspire and motivate sales team members to reach their sales goals towards accomplishing personal aspirations. They are committed to doing more than just ordinary results for their organization and are unsatisfied with maintaining the status quo.

They seek to understand the individual needs of their team members and develop tailor-fit and effective strategies to help attract, develop, train, and retain them to achieve consistent sales performance for the organization.

This program is designed to help sales leaders improve their management skills and lead their companies' organizational sales performance to business profitability.

PROGRAM OBJECTIVES

This program is designed for sales managers and supervisors to develop the necessary skills, competencies, and techniques to become influential sales leaders and drive excellent business results for the company. A good sales leader requires more than managing sales activities and assigning tasks. It also involves inspiring, coaching, developing, and helping your team members focus on exceeding their goals and overcoming any challenges and obstacles that may hinder achieving their sales objectives.

At the end of the program, leaders will

1. Transition to Sales Leadership roles and understand the underlying principles of human motivation.
2. Develop a sales leader mindset and equip them on how to support their sales professionals in an unpredictable ecosystem.
3. Learn the art and science of emotional intelligence to become self-aware and manage yourself and your relationships with others.
4. Assess their own leadership style using the DISC framework, Situational leadership, and GROW coaching model.

PROGRAM SCHEDULE

Live Online

February 27, 29, 2024
March 5, 7, 12, 14, 19, 21, 26, 2024
April 2, 2024
1:30 PM to 5:00 PM

Face-to-Face On-Campus

April 4, 2024
8:30 AM to 5:00 PM

PROGRAM FEE

PHP 75,990.00 or USD 1,382.00*

*The prevailing exchange rate at the date of payment may apply.



Fabi Cariño
Program Director
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



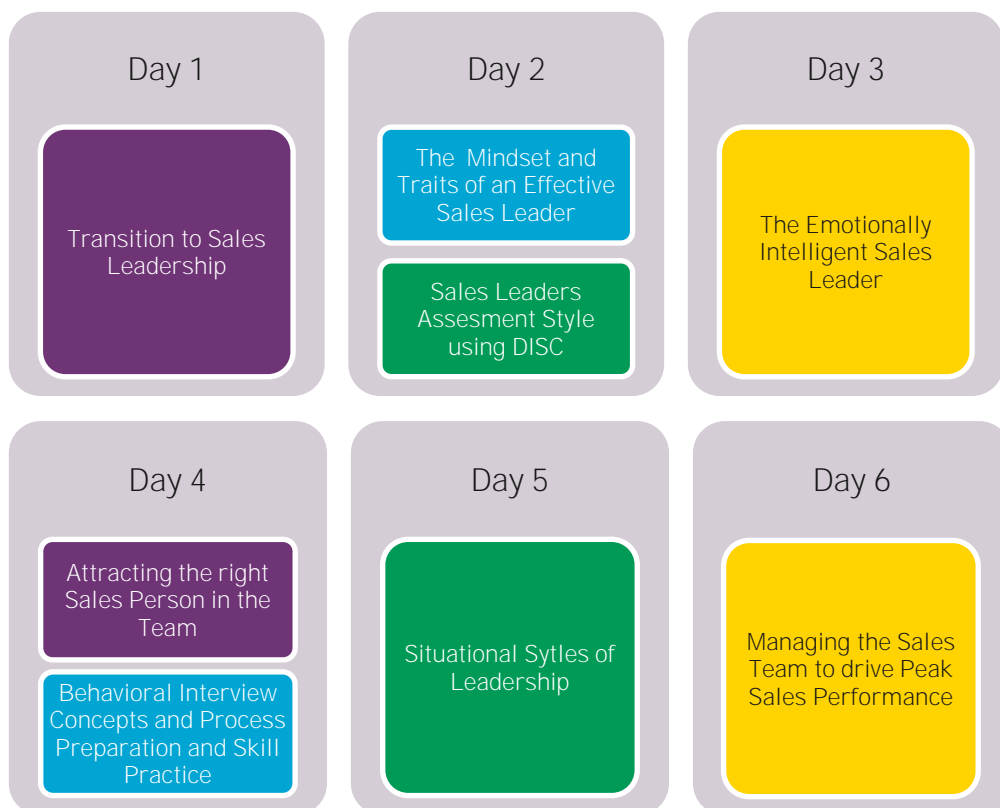


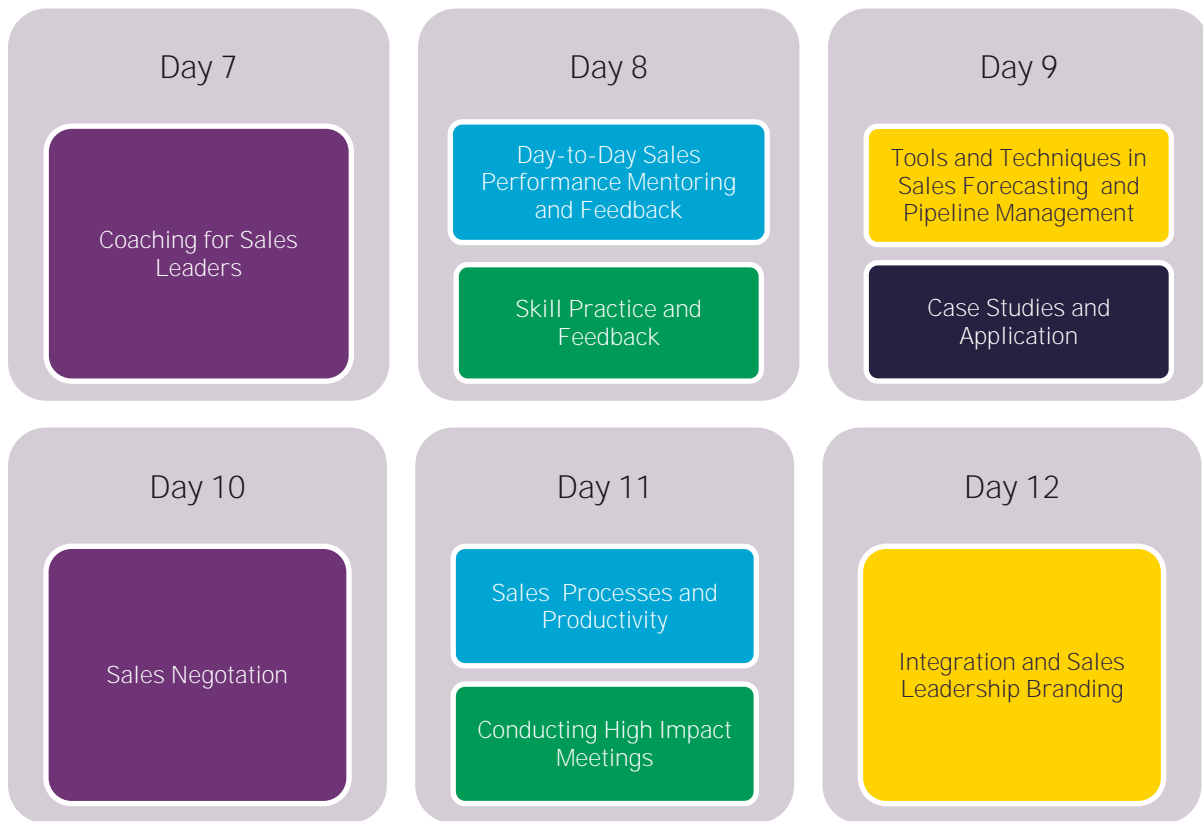
5. Establishing practical coaching and mentoring approaches for peak sales performance
6. Apply a behavioral-based interviewing method that helps leaders identify the ideal sales candidate for the team
7. Implementing tools and techniques in sales forecasting and metrics analysis
8. Learn the fundamental framework of Negotiation for win-win partnerships.
9. Conduct and facilitate high-impact meetings and work productivity.
10. Develop a personal leadership brand.

WHAT YOU WILL LEARN

1. Stages of Contribution, Motivation, and Transition to Sales Leadership
2. The Mindset and Traits of an Effective Sales Leader
3. Understand your leadership style using DISC
4. Emotional Intelligence
5. GROW Coaching Model
6. Behavioral-based Interview Techniques
7. Situational Leadership
8. Performance Mentoring and Feedback
9. Sales Negotiations
10. Tools and Techniques in Sales Forecasting and Pipeline Planning
11. Conducting High-Impact Meetings

PROGRAM LEARNING CONTENT





KEY BENEFITS

1. Develop a growth mindset as a sales leader to successfully manage the team and organization challenges
2. Executive an analytical process to determine how to improve sales professionals' expected results.
3. Equip Sales Leaders with tools and techniques in Sales Forecasting and Pipeline Management to achieve desirable outcomes
4. Diagnosis of sales leadership style using DISC, emotional intelligence, GROW coaching models and frameworks to motivate team members and maximize impact on their sales performance
5. Understand when to direct, coach, delegate, and counsel your sales professionals based on individual commitment and competencies
5. Support sales team members with prescriptive and actionable feedback to make effective changes.

WHO SHOULD ATTEND

This program is for new and existing Sales Managers and Supervisors, Territory Managers, Area Managers, and District Managers who want to maximize the performance of their sales individuals and teams.



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Your Program Faculty



Fatima Faviola "**Fabi**" Cariño
Adjunct Faculty
Asian Institute of Management

Fabi Carino is a multi-awarded Human Resources and Talent and Development Professional. A top-notch HR thought leader, speaker, influencer, and recognized international soft-skills trainer, mental health, and certified NLP coach in Asia.

She has more than two and half decade's experience as a talent development executive for global companies such as Boehringer Ingelheim, Zuellig, and Thomson Reuters and as Country HR Head for Dentsu International. Fabi graduated with a BS degree in Psychology from Saint Louis University and attended a Master's degree program in Industrial Organization from De La Salle University.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants Two (2) units which can be credited to the following:

- Postgraduate Certificate in Sales Management
*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn Two units (2) unit which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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