



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Driving Sales Performance

Design High-Performing Teams
That Conquer Market Challenges



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PROGRAM OVERVIEW

In an increasingly competitive and fast-evolving marketplace, sales leaders are under pressure to navigate shifting customer expectations, tighter margins, and the rise of omnichannel buying. Today's high-performing sales organizations must go beyond traditional product selling and embrace solution-based, customer-centric strategies.

The Driving Sales Performance program equips sales professionals with the tools, strategies, and leadership mindset needed to elevate individual and team performance. Through a collaborative and practice-driven learning environment, participants will explore proven principles of sales management, from designing and structuring effective sales forces to developing talent, optimizing compensation plans, and strengthening execution across the selling process.

Designed for immediate real-world impact, this program prepares participants to drive measurable sales outcomes and build a resilient, high-performing sales organization.

PROGRAM OBJECTIVES

At the end of the program, participants will be able to:

1. Apply key concepts, tools, and frameworks in sales management to improve decision-making across sales functions.
2. Strengthen critical thinking and strategic evaluation skills for designing and selecting high-impact sales strategies.
3. Gain practical insights into effective sales management practices that drive performance and growth.

PROGRAM SCHEDULE

LIVE ONLINE

September 8, 10, 12, 16, 19, 2025
(1:30 PM-5:00 PM)
(GMT +08) On all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 25,000 or USD 450*

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

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

YOUR PROGRAM FACULTY



Dr. Sandeep Puri, PhD

Professor, Marketing
Asian Institute of Management

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



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
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KEY BENEFITS

High-Impact Learning with Real-World Sales Experts – Engage in interactive sessions facilitated by seasoned faculty and practitioners with deep experience in sales leadership, team development, and performance strategy.

Mastery of Sales Management Fundamentals – Build expertise in core areas such as sales strategy formulation, force structuring, territory management, and ethical selling within today's competitive landscape.

Sales Force Optimization and Motivation – Learn how to profile, recruit, and train high-performing sales teams, and implement reward systems that drive productivity, accountability, and long-term growth.

Customer-Centric Selling and Key Account Leadership – Strengthen your ability to manage key customer relationships, lead account strategies, and deliver solutions that enhance customer satisfaction and business impact.

WHO SHOULD ATTEND

This program is ideal for sales executives and professionals from FMCG, consumer durables, industrial products, financial services, pharmaceuticals, and IT-enabled sectors who are responsible for driving sales strategy and execution.

It is also valuable for marketing and commercial managers overseeing revenue generation and field operations, retail and category managers, as well as CEOs of small and medium enterprises seeking to strengthen their sales capabilities and lead high-performing teams.

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Your Program Faculty



Dr. Sandeep Puri, PhD

Professor, Marketing
Asian Institute of Management

Dr Sandeep Puri, PhD is a Professor of Marketing at the Asian Institute of Management, Philippines. With around 29 years of work experience in Industry and teaching, he specializes in Sales and Marketing. He worked with Novartis and Trident before starting his academic career. He has significant publications to his credit, with three publications in Harvard Business Review. He has over 100 case study publications with Ivey Publishing, WDI Publishing (University of Michigan), and IMD, Lausanne. He won the Best Seller Case Award for 2021-22 from Ivey Publishing. He also won 3rd prize in the 2022 John Molson MBA International Case Competition. His Sales and Distribution Management book, co-authored with Still, Cundiff and Govoni, is published with Pearson.

He is a visiting faculty at many prestigious business schools in Austria, Bulgaria, Dubai, India and Singapore. He has conducted MDPs for organizations like Accenture, Republic Cement, Apollo Tyres, Dominos, Reckitt Benckiser, Times of India, and EXL.



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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 **one (1) unit** 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 **one (1) 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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