



Sales Management for Effective Conversion

Sales organizations today operate in an environment marked by shifting customer expectations, intense competition, and rising pressure to deliver measurable results. While many companies invest heavily in sales tools and campaigns, the real differentiator lies in how effectively sales teams are managed—how they identify opportunities, build customer trust, respond to buying signals, and convert leads into revenue. Yet many organizations continue to struggle with low conversion rates, inconsistent sales processes, and limited visibility into performance drivers.

The Asian Institute of Management (AIM) developed this program to address these consistent challenges and equip sales leaders with the competencies needed to drive predictable, repeatable, and sustainable sales performance.

“Sales Management for Effective Conversion” is a high-impact, 6-hour live online program designed for sales managers, business owners, account leaders, and frontline sales professionals who aim to strengthen their ability to lead teams, manage pipelines, and convert prospects into loyal customers. Grounded in AIM’s management principles, the program provides participants with practical frameworks, real-world sales scenarios, and actionable tools that elevate both the science and the discipline of selling.

The program takes a cross-industry perspective—applicable to B2B, B2C, retail, financial services, technology, real estate, healthcare, and service-oriented companies. Participants learn modern sales strategies, psychological drivers of purchasing behavior, evidence-based management techniques, and structured conversion systems that adapt to evolving customer journeys.

Led exclusively by AIM faculty, this program integrates analytical depth, structured decision-making, and an ROI-focused approach rooted in the realities of today’s sales environment. The format supports large-scale attendance through dynamic lectures, guided exercises, case-grounded discussions, and real-time application of sales tools.

By the end of the session, participants walk away not only with new knowledge, but with practical, ready-to-deploy outputs including:

- Sales opportunity qualification tools
- Conversion strategy maps
- Customer engagement frameworks
- Objection-handling scripts
- A 30-day Sales Conversion Plan

This program is designed for immediate impact, long-term capability development, and broad relevance across multiple sales-driven industries.

Program Benefits





SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING MICROLEARNING PROGRAM

Participants of this program gain a comprehensive understanding of what truly drives effective sales conversion in modern business environments. Throughout the 6-hour session, they learn how to strengthen every stage of the sales cycle—from lead qualification and needs analysis to value articulation and closing. The program helps participants transform inconsistent selling habits into structured, customer-centered, and performance-driven practices that directly improve revenue outcomes.

The course places strong emphasis on practical management approaches that enhance sales team performance. Participants gain tools that allow them to diagnose conversion bottlenecks, coach their teams more effectively, and adopt standardized processes that improve predictability and accountability. They also learn how to read customer behavior, respond to objections confidently, and design follow-through strategies that convert undecided buyers into committed clients.

By the end of the program, attendees are equipped with frameworks and templates they can apply immediately—building stronger pipelines, increasing win rates, and elevating both individual and team productivity. Ultimately, the program empowers participants to become more strategic, confident, and results-oriented sales leaders, enabling their organizations to achieve more consistent and measurable sales success.

Program Objectives

Participants will be able to:

- Diagnose sales funnel gaps and identify opportunities that directly improve conversion rates.
- Design a structured sales process anchored on customer needs, buying signals, and value-driven messaging.
- Apply effective sales communication techniques including questioning, positioning, and objection handling.
- Manage and coach sales teams using performance metrics, feedback tools, and conversion benchmarks.
- Implement a 30-day Sales Conversion Plan with clear KPIs, follow-through strategies, and accountability measures.

Program Structure Overview

Topics	Learning Outline	Faculty
Understanding the Modern Sales Landscape	Key trends shaping customer decision-making Common causes of low conversion and how to address them The new expectations of sales professionals Industry examples across B2B, B2C, and service contexts	Manny Gonzales 8:30 am to 9:30am
Structured Sales Processes for Higher Conversion	Building a customer-focused sales cycle Opportunity qualification models (e.g., BANT, CHAMP, NEED-PAYOFF) Mapping customer journeys and buying triggers Activity: Creating a conversion-focused sales pipeline	Manny Gonzales 9:30 am to 10:30am (30-minute break after)



SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING
MICROLEARNING PROGRAM

Communication Mastery & Value-Based Selling	Effective questioning frameworks and needs discovery Crafting value propositions that resonate Responding to objections and friction points Activity: Improving conversion messaging through customer insight	Manny Gonzales 11:00 am to 12:00 pm (1.5 hour lunch break after)
Managing Sales Teams for Performance	Conversion-focused sales management techniques Using KPIs, scorecards, and coaching systems Identifying skills gaps and coaching for improvement Case exercise: Diagnosing a failing conversion funnel	Hazel May Brondial 1:30 pm to 2:30 pm
Follow-Through, Negotiation & Closing Techniques	High-impact follow-up systems Managing negotiations with confidence Closing frameworks for different customer scenarios Demo: Designing a targeted closing strategy	Jose Adolfo Mariquit 2:30pm to 3:30pm (30-minute break after)
30-Day Sales Conversion Implementation Plan	Integrating all frameworks into an executable plan Setting goals, metrics, and weekly performance checkpoints Participants complete their 1-page Sales Conversion Plan Open Q&A with AIM faculty	Manny Gonzales 4:00pm to 5:00pm

Deliverables Provided to Each Participant

- Sales Opportunity Qualification Tool
- Conversion Strategy Map
- Sales Communication & Objection-Handling Toolkit
- Customer Engagement Framework
- 30-Day Sales Conversion Plan
- Sales Performance Scorecard Template

