



# Sales Operations And Management

Build systems that drive sustainable growth

# Overview

Sales Operations and Management equips current and aspiring sales leaders with the strategic, analytical, and operational capabilities required to design, manage, and optimize modern sales organizations. As customer expectations rise and markets become more complex, sustained sales performance depends on disciplined execution, data-informed decision-making, and strong leadership.

This program bridges strategy and execution by focusing on market analysis, customer and channel management, financial acumen, territory and resource planning, and leadership for execution excellence. Participants gain practical frameworks, tools, and leadership approaches to drive sustainable revenue growth, improve conversion, and strengthen accountability across sales teams.

# Objectives

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

1. Analyze market structures, competitive dynamics, and customer segments to identify growth opportunities
2. Design value-creating business and sales models aligned with organizational strategy
3. Apply financial concepts to sales decision-making, forecasting, and resource allocation
4. Translate sales strategy into actionable territory, coverage, and channel plans
5. Manage distributors, partners, and trade marketing activities to improve reach and activation



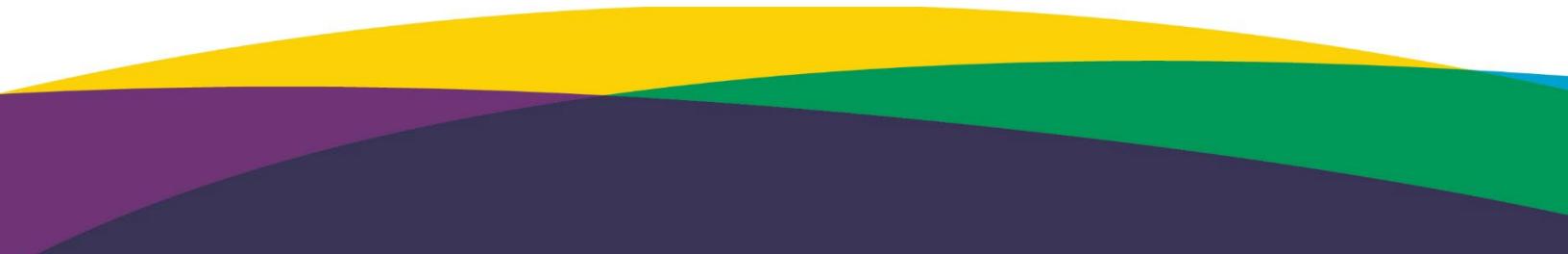
# Key Benefits

- Strategic clarity on how sales operations support overall business and growth strategy
- Practical frameworks for structuring territories, managing channels, and optimizing resources
- Improved financial acumen for better forecasting, budgeting, and sales investment decisions
- Execution discipline through performance metrics, pipeline visibility, and accountability systems
- Leadership tools to coach teams, strengthen engagement, and sustain high performance
- Immediately applicable outputs that can be deployed in real-world sales environments

# Program Learning Content

## KEY TOPICS

- Market structure and competitive analysis
- Customer segmentation, targeting, and value creation
- Business models and financial acumen for sales leaders
- Sales strategy formulation and planning
- Territory design and coverage optimization
- Distributor and channel management
- Trade marketing and shopper activation
- Sales forecasting and resource allocation
- Coaching, leadership, and execution excellence



## Who Should Attend

This program is designed for professionals involved in the planning, management, and execution of sales operations and commercial activities within their organizations. It is particularly suited for sales managers, sales operations leaders, business development managers, and channel or trade marketing managers who are responsible for driving revenue performance, managing sales teams, and improving execution across markets and customer segments.

## Program Modality

Live-Online

## Program Fee

Php 25,000 or USD 450\*

\*Final USD amount may vary based on the exchange rate at the time of payment.

**Interested in early bird or group discounts?**

Group enrollment offer:  
Get 5% off the program fee for group of 3 to 6 pax and 10% for group of 7 pax and above

# Earning a Postgraduate Certificate and Postgraduate Diploma

AIM-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

Alumni Status will be Granted upon completion of the program

Upon completion of the program, the participant will earn two (2) unit, which can be credited to the following:

- Postgraduate Certificate in Sales Management
- Postgraduate Diploma in Management

\*Postgraduate Certificate requires 5 units earned within 2 years

\*Postgraduate Diploma requires 20 units earned within 3 years

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://aim.edu/executive-education/>

