



Strategic Sales Leadership & Management

Move beyond transactional execution and
into true value creation

Overview

The **Strategic Sales Leadership & Management** program is designed for senior sales and commercial leaders who navigate complex customer relationships, lead high-performing teams, and drive transformational sales initiatives. In today's competitive and rapidly evolving business environment, success in sales goes beyond hitting targets—it requires a strategic mindset, customer-centric approach, and the ability to align execution with organizational goals.

This program empowers participants to elevate their sales leadership from transactional management to strategic value creation. Through a blend of practical frameworks, analytics, and leadership development, participants strengthen capabilities in **key account management, negotiation, joint business planning, digital enablement, and people leadership.**

Participants engage in experiential learning, integrating strategy, leadership, and execution to **design and present a comprehensive strategic sales plan** that drives sustainable growth and fosters long-term partnerships. By the end of the program, leaders will be equipped to lead transformative sales strategies that respond to digital disruption, sustainability imperatives, and evolving market dynamics, ensuring measurable impact across their organizations.



Objectives

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

1. Design and manage strategic key accounts using value-based and partnership-oriented approaches.
2. Apply advanced negotiation and value-selling techniques to improve deal quality and long-term profitability.
3. Develop and execute joint business plans aligned with customer and organizational growth objectives.
4. Demonstrate emotional intelligence and situational leadership in leading diverse and high-performing sales teams.
5. Leverage CRM systems, digital tools, and analytics to improve sales effectiveness and decision-making.
6. Lead sales transformation initiatives that respond to digital disruption, sustainability, and organizational change.
7. Integrate ESG and sustainability principles into sales strategy and customer engagement.
8. Synthesize strategic, analytical, and leadership concepts into a comprehensive strategic sales plan.



Program Learning Content

- Key Account Management (KAM) and strategic customer partnerships
- Negotiation and value-based selling
- Joint business planning with key customers
- Emotional intelligence in sales leadership
- Situational leadership and coaching for performance
- CRM systems and digital sales tools
- Sales analytics and predictive insights
- Sustainable sales strategy and ESG integration
- Leading sales change and transformation
- Strategic sales planning and capstone execution

Key Benefits

- Strengthen strategic account leadership and elevate customer relationships from transactional to partnership-based
 - Enhance negotiation capability to protect margins while increasing long-term value
 - Integrate CRM systems, analytics, and digital tools to improve sales effectiveness and decision-making
 - Synthesize strategy, leadership, and execution into a comprehensive strategic sales plan for sustainable growth
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Who Should Attend

This program is designed for senior sales managers, key account leaders, heads of sales, commercial directors, and business development leaders responsible for strategic accounts and revenue growth. It is equally relevant for general managers and high-potential executives preparing for broader enterprise-wide commercial leadership roles who require deeper expertise in customer strategy, sales transformation, and leading high-performing teams in complex and evolving markets.

Program Modality

Live Online

Program Fee

Php 50,000 or USD 900*

*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 or visit our website at <https://aim.edu/executive-education/>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu