

SALES MANAGEMENT CERTIFICATION

As per International Standards



UNICHROME

Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Sales Management Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Sales Management Training Course schedule



About Unichrone

- ✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

We've trained professionals across
global companies

PHILIPS

AXCESS
FINANCIAL PRODUCT MANAGEMENT

CLARIANT

AkerSolutions

WÜRTH

baycoat

DUPONT

DASHTI

GlobalSign

TriskeleLabs

مصرف الراجحي
Al Rajhi Bank

DHL

ARASCO
أراسكو

Importance of Sales Management Training

- ✓ Sales Management Certification confirms proficiency in different aspects of sales, management of sales team, sales implementation plan, and customer relations. The benefit of attaining this credential is that people will show that they are willing to expand their skills and prove that will help foster sales as well as revenue generation. Certified Sales Managers are usually individuals with good leadership skills, good communication skills, and, more importantly, adequate knowledge of an organization's sales learning procedure.
- ✓ Sales Management Training makes the participants thorough in Sales Management, developing expertise in individuals on its practices. The course caters to knowledge on elements of Sales Management which includes planning, coordination, controlling, and motivating. This enables candidates to attain extended knowledge of the ethical objectives of administering sales such as driving revenue, expanding market share, optimizing sales processes, and governing sales channel partners. Furthermore, Sales Management Certification Course pertains to the pivotal aspects of sales policies that can turn challenges into opportunities.

ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Sales Management Training Course. However, having prior knowledge is beneficial.

WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills in Sales Management can enroll in the Sales Management Training course.

SALES MANAGEMENT CERTIFICATION ADVANTAGES



CERTIFIES
YOUR TALENT



HELPS
BUILDING
VALUES



GLOBAL
RECOGNITION



PERFECT
EXECUTION



BUILDS
CUSTOMER
LOYALTY



MORE
EMPLOYABILITY
OPTIONS

Syllabus of Sales Management Training

Lesson 01 – Introduction

1.	What is Sales Management?
2.	Sales Management and Control

Lesson 02 – Benefits of Selling Activities

1.	Benefits to the Society
2.	Benefits to Consumers
3.	Benefits to Business Firms, Sales-Persons, and Customers

Syllabus of Sales Management Training

Lesson 03 – Elements of Sales Management

1.	Planning
2.	Coordination
3.	Controlling
4.	Motivating

Lesson 04 – Objectives of Sales Management

1.	Increase Sales Revenue
2.	Expand Market Share
3.	Improve Customer Satisfaction
4.	Enhance Sales Team Performance
5.	Optimize Sales Processes
6.	Develop and Maintain Strong Relationships
7.	Achieve Sales Targets
8.	Increase Profitability
9.	Develop and Launch New Products/Services
10.	Manage Sales Channel Partners

Syllabus of Sales Management Training

Lesson 05 – Determining Sales-Related Marketing Policies

1.	Product Policies
2.	Distribution Policies
3.	Pricing Policies

Lesson 06 – SMBO Approach

1.	Process of SMBO
2.	Importance of SMBO

Syllabus of Sales Management Training

Lesson 07 – Organization of Selling Unit

- | | |
|----|--------------------------------------|
| 1. | Need and Importance |
| 2. | Functions of Sale Organization |
| 3. | Structure of Sales Organization |
| 4. | Steps to Establish a Sales Structure |

Exam Format of Sales Management Certification

Examination Format	
Exam Name	Sales Management Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Sales Management, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Sales Management exam.

Contact Us

support@unichrone.com



<https://unichrone.com/>

