



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Driving Sales Performance

Conquer changing Market Conditions  
with a High-Performing Sales Team

Five half-days starting November 16, 2020



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Conquer changing Market Conditions with a High-Performing Sales Team

## OVERVIEW

Today's markets are dynamic, characterized by increased competition, evolving customer expectations, pressure on margins, and omnichannel retailing. Sales management has become a challenge and a crucial resource for organizations to develop a competitive advantage. The profile of the sales force has also evolved, and the art of selling is moving from product selling to solution selling. Ensuring a high level of sales performance requires the development of new capabilities besides reassessing the capacities of the current salesforce. This program offers a collaborative learning environment focused on practical ways to improve sales force performance. The participants will be exposed to practice-proven principles, strategies, and tactics of sales management. The program will help them to manage some of the most challenging sales issues about the professional selling process, sales force design, talent development, compensation, and sales force effectiveness.

## PROGRAM OBJECTIVES

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

- Understand the concepts, attitudes, techniques, and approaches required for effective decision making in the Sales management
- Develop skills critical for generating, evaluating, and selecting sales strategies
- Appreciate the various sales management practices to make effective decisions

## WHAT YOU WILL LEARN

- Introduction to Professional Sales Management
- The Professional Selling Process
- SPIN Selling
- Sales Force Talent Management
- Salesforce Compensation
- Sales Budgeting, Target Setting and Forecasting
- Sales Force Systems
- Sales Force Automation
- Sales Force Effectiveness
- Customer Relationship Management
- Key Account Management
- Ethical Selling
- Sales Leadership
- Right Message- Right Customer-Right Manner-Right Relationships

## PROGRAM SCHEDULE

November 16, 19, 23, 26, 30, 2020  
1:30 PM to 5:30 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 25,000.00 or USD 500.00  
\*USD 1 = PHP 50.00

## YOUR PROGRAM FACULTY



Dr. Sandeep Puri, PhD  
Associate Professor, Marketing  
Asian Institute of Management

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

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



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](mailto:SEELL@aim.edu) | +632 8892 4011 | [www.aim.edu](http://www.aim.edu)



#### KEY BENEFITS

- Understand key concepts of Sales Management
- Role of the Sales Manager, Organizational Strategies, and the Sales Function
- Professional Selling Process
- Profiling, Recruiting and Developing, Delivering, and Reinforcing a Sales Training Program
- Sales Force structure, Field Organization of the Sales Department, Centralization versus Decentralization in Sale Force Management
- Sales force effectiveness
- Customer Relationships and Key Account Management
- Motivating the Sales Force, Dimensions of sales force motivation, Financial rewards, Sales meetings
- Ethical issues in selling with understanding of social responsibilities in business context

#### WHO SHOULD ATTEND

The program is intended for the following:

- Sales executives from FMCG, consumer durables, industrial, financial services, pharmaceuticals, and IT/knowledge sectors
- Marketing and commercial managers who are responsible for revenues and field level sales operations
- Retail and category managers
- CEOs of small and medium enterprises





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## Your Program Faculty



Dr. Sandeep Puri, PhD  
Associate Professor, Marketing  
Asian Institute of Management

Dr. Sandeep Puri, PhD is an Associate Professor of Marketing at the Asian Institute of Management, Philippines. With around 26 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, including two publications in Harvard Business Review. He has more than 75 case study publications with Ivey Publishing, IMD, Lausanne, and WDI Publishing (University of Michigan). His book on Sales and Distribution Management co-authored with Still, Cundiff and Govoni (published with Pearson). He has also co-authored textbook on Global Marketing Management with Keegan (8th edition, published with Pearson). In addition, he has also edited 10 books.

He is a visiting faculty at many prestigious business schools like S P Jain-Singapore, Fachhochschule Vorarlberg-Austria, Varna University of Management-Bulgaria, IMT-Dubai, IMT-Nagpur, Thapar University, IFIM- Bangalore and Great Lakes- India. He has conducted many FDPs on case writing and publishing. He has also done MDPs on CRM and sales management for organizations like Apollo Tyres, Dominos, Reckitt Benckiser and Times of India.



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