



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Postgraduate Certificate in Sales Management

From Technical Expert to Inspiring Leader:
Developing Sales Expertise and Soft Skills
for the Modern Sales Manager



Overview

Effectively leading a sales team requires a delicate balance between solid technical expertise to navigate complex sales processes and people management skills to coach, motivate, and inspire a multigenerational team. Many newly transitioned sales managers struggle with this multifaceted role, leaving a gap between technical knowledge and effective leadership.

The Postgraduate Certificate in Sales Management bridges this gap by covering not only core sales principles and the evolving sales process but also providing practical applications by tackling advanced skills in distributor management and key account management. Participants will learn to leverage data analytics to optimize channel performance, identify highly productive distribution avenues, and build strong partnerships. The program further equips participants with skills to manage key accounts effectively and efficiently by developing strategic account plans based on customer insights co-developed with marketing teams to foster long-term client relationships.



Designed for new and experienced sales managers and leaders, the program goes beyond technical expertise by recognizing the importance of soft skills. Participants develop abilities to curate their sales team right from the interviewing process. They acquire coaching skills, empowering them to identify their teams' strengths and weaknesses and provide feedback that focuses on their team's development. The program also emphasizes the importance of communication skills that allow managers to articulate a clear vision, inspire their team, and build trust through open and honest communication.

With a two-pronged approach to sales leadership, the Postgraduate Certificate in Sales Management empowers sales managers to become well-rounded leaders, ready to steer their motivated and high-performing teams through the complexities of the modern sales landscape.

Program Objectives

Equip Participants for Sales Success:

Learn skills to excel in all aspects, from prospecting and qualifying leads to closing deals and building customer loyalty, while developing effective sales techniques and communication skills to drive sales success.

Optimize Sales Operations:

Formulate and execute multi-channel go-to-market strategies, manage the sales cycle effectively, build strong partnerships with distributors, and leverage channel marketing to maximize sales.

Cultivate Key Account Management Skills:

Develop strategic account management competencies by learning to design and implement key account programs, navigate key account processes, and create tailored sales operations strategies.

Bridge the Leadership Gap:

Utilize tools and strategies to transition from top salespersons to effective leaders, identify leadership styles, use behavioral interviewing to build a strong team, and master coaching and communication skills for successful team management.

Navigate the Evolving Sales Landscape:

Lead and manage multigenerational sales teams, leverage artificial intelligence to personalize sales strategies and automate tasks, and foster strong alignment between sales and marketing for seamless customer journeys and maximized sales performance.

What You Will Learn

- Sales Process Mastery
- Go-to-Market Strategy Development and Execution
- Effective Sales Cycle Management
- Channel Marketing Leverage
- Emotional Intelligence in Managing Self and Strong Teams
- AI in Sales Leverage
- Winning Sales Techniques Development
- Strong Relationship Building
- Strategic Partnership Building
- Key Account Management Mastery
- Coaching for Peak Performance
- Sales and Marketing Alignment

Learning Content

DAY 1 Transitioning to a Sales Leader	DAY 2 Recruiting and Behavioral Interview for Sales Managers	DAY 3 Emotional Intelligence in Managing Self and Teams
DAY 4 Coaching for Optimal Performance	DAY 5 Fundamentals of Successful Sales	DAY 6 Understanding the FMCG Retail Landscape
DAY 7 Distributor Management Concept	DAY 8 Demand Forecasting/Supply Planning	DAY 9 Understanding Market Trends

Learning Content

DAY 10 GTM Development	DAY 11 Distributor Management Programs 1	DAY 12 Distributor Management Programs 2
DAY 13 Sales Promotions Management	DAY 14 Sales Strategy Development	DAY 15 Distributor Capacity Review and Planning
DAY 16 Key Account Management	DAY 17 Budget Management	DAY 18 Sales and Operations Planning
DAY 19 Demand Management Planning	DAY 20 Category Planning and Space Management	DAY 21 Supply Management Planning
DAY 22 Brand Activations	DAY 23 Strategic Trade Planning	DAY 24 Customer Value Analysis
	DAY 25 Business Analysis and Review	

Key Benefits

Sales Mastery with Soft Skills: Master prospecting, craft presentations, and handle objections, all while integrating essential soft skills like active listening and empathy.

Strong and Lasting Customer Relationships: Build trust and loyalty by exceeding expectations and fostering advocacy through exceptional service.

Leadership and Communication Excellence: Lead and motivate teams with effective communication skills, maximizing sales impact.



Who Should Attend

This extensive sales management training program is for ambitious sales professionals who want to elevate their careers. It equips B2B and B2C sales managers with the tools to lead teams, empowers field sales managers to effectively coach their teams for maximum impact, and provides a strong foundation for both new and experienced sales leaders to excel in their leadership roles.

Program Director



Fatima Faviola "Fabi" Cariño

Adjunct Faculty
Asian Institute of Management

Program Details

DELIVERY FORMAT:

Hybrid (23 half days + 1 full day)

PROGRAM SCHEDULE:

Live Online via Zoom

- February 24, 26, 28, 2025
- March 3, 5, 7, 10, 12, 14, 17, 19, 21, 24, 26, 28, 2025
- April 2, 4, 7, 11, 14, 16, 21, 23, 2025
- 5:30 PM to 9:00 PM

Face-to-Face On-campus

- April 25, 2025
- 8:30 AM to 5:00 PM

PROGRAM FEE:

PHP85,990.00

Fabi Cariño is a multi-awarded Human Resources and Talent and Development Professional and a top-notch HR thought leader, sales trainer, global speaker, influencer, and recognized international soft-skills expert. She has over two and half decades of experience as a talent development executive for global companies such as Boehringer Ingelheim, Zuellig, Thomson Reuters, and Dentsu International. She graduated with a Bachelor of Science in Psychology from Saint Louis University, attended a Master's in Industrial Organization from De La Salle University, and received an Honoris Causa as Doctorate in Philosophy - Major in Human Resources by Thames International University, Paris, France.



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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

For inquiries, please contact us at:

SEELL@aim.edu | +632 8892 4011 | www.aim.edu