



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Executive Certificate in Strategic Sales Management for Chief Sales Officers

Transforming Uncertainty into Business Opportunity: Build a Futurist Mindset,  
Understand Complex Systems, and Make Informed Customer Decision



## Program Overview

As the saying goes, "You can't save your way to prosperity." In the wake of global disruptions, a strategic growth plan anchored on sustainable and profitable sales volume is imperative for businesses to not just survive but thrive. The Chief Sales Officer (CSO) is pivotal in maneuvering through these obstacles and guiding their organizations toward continued growth and competitiveness.

The Executive Certificate in Strategic Sales Management for Chief Sales Officers is a specialized program designed to elevate the strategic acumen of CSOs. The program equips them to overcome the challenges of accelerating revenue growth, optimizing sales performance, and leading high-performing teams in an era of unprecedented disruption and evolving customer expectations.



This comprehensive program tackles these challenges head-on by providing CSOs with the latest frameworks, strategies, and technologies for driving sales performance. Participants will learn how to leverage data-driven insights, adapt to evolving consumer behavior, and maneuver through the complications of digital transformation. They will also develop the leadership and change management skills necessary to implement these strategies effectively within their organizations.

Ultimately, this program will enable CSOs to make informed decisions that drive revenue growth, enhance profitability, and position their organizations for long-term success. Participants will gain a strategic mindset, a set of practical skills, and the confidence to lead their sales teams through turbulent times and into a future of sustainable growth.

## Program Objectives

### Develop and Align Sales Strategies

Formulate and implement effective sales strategies that align with overarching business goals to ensure cohesive efforts across the organization.

### Execute Sales Tactics

Master different approaches to sales execution, such as pipeline management, opportunity qualification, and closing techniques, to maximize conversion rates and drive revenue.

### Maximize Key Account Potential

Identify, nurture, and expand relationships with key accounts to maximize their lifetime value and drive sustained revenue growth.

### Optimize Sales Organization Design

Design and optimize the structure of your sales organization by clearly delineating sales roles, defining efficient processes, and fostering a culture of collaboration.

### Lead High-Performing Sales Teams

Develop the leadership skills necessary to inspire, motivate, and empower sales teams to achieve their full potential to allow continuous improvement and innovation.

## What Will You Learn

Corporate Strategy	Futures Thinking
Business Model Innovation	Customer Management
Sales Forecasting	Pricing Strategies
Sales Processes and Productivity	Digital Marketing
Sales Force Management	Sales Leadership

## Learning Content

<p><b>DAY 1</b></p> <p>Corporate Strategy: Managing in Times Disruption</p>	<p><b>DAY 2</b></p> <p>Aligning Corporate Strategy with sales execution</p>	<p><b>DAY 3</b></p> <p>Futures Thinking and Strategic Foresight</p>
<p><b>DAY 4</b></p> <p>Business Model Canvas</p>	<p><b>DAY 5</b></p> <p>The Innovator's Framework and the Kuhn Cycle</p>	<p><b>DAY 6</b></p> <p>Customer Management: Channel Business Planning</p>
<p><b>DAY 7</b></p> <p>Customer Management: Key Account Management</p>	<p><b>DAY 8</b></p> <p>Customer Management: Distributor Planning and Capacity Review</p>	<p><b>DAY 9</b></p> <p>Tools and Techniques in Sales Forecasting</p>

## Learning Content

<p><b>DAY 10</b></p> <p>Pricing and Trading Terms Strategies</p>	<p><b>DAY 11</b></p> <p>Sales Processes and Productivity</p>	<p><b>DAY 12</b></p> <p>Sales Negotiation</p>
<p><b>DAY 13</b></p> <p>Technology for Decision-Making</p>	<p><b>DAY 14</b></p> <p>Digital Marketing and Communication Strategies</p>	<p><b>DAY 15</b></p> <p>Managing the sales team to drive sales peak performance</p>
<p><b>DAY 16</b></p> <p>Sales Force Management and Design</p>	<p><b>DAY 17</b></p> <p>Attracting the Right Salesperson in the Team and Behavioral Interview Concepts and Process Preparation and Skill Practice</p>	<p><b>DAY 18</b></p> <p>Day-to-day sales Performance Mentoring and Feedback and Skill Practice and Feedback</p>
<p><b>DAY 19</b></p> <p>Transition to Sales Leadership</p>	<p><b>DAY 20</b></p> <p>Mindset and Traits of an Effective Sales Leader and Sales Leaders Assessment Style using DISC</p>	<p><b>DAY 21</b></p> <p>Situational Styles of Leadership</p>
<p><b>DAY 22</b></p> <p>Coaching for Sales Leaders</p>	<p><b>DAY 23</b></p> <p>The Emotionally Intelligent Leader</p>	<p><b>DAY 24</b></p> <p>Integration and Planning: Action Learning Plan</p>
	<p><b>DAY 25</b></p> <p>Integration and Planning: Action Learning Plan</p>	

## Key Benefits

### Executive-Level Sales Leadership

Cultivate the strategic mindset and decision-making skills essential for leading a high-performing sales organization.

### Data-Driven Sales Optimization

Utilize analytics and insights to identify growth opportunities, improve forecasting accuracy, and optimize resource allocation for maximum impact.

### Organizational Transformation Expertise

Develop the change management and leadership capabilities necessary to drive organizational transformation to ensure alignment with strategic sales goals.

## Who Should Attend

This program is designed for senior sales executives, including Chief Sales Officers, Vice Presidents of Sales, Sales Directors, and other sales leaders who are responsible for driving revenue growth, optimizing sales performance, and leading teams in a rapidly changing business environment. Sales and marketing managers who are responsible for revenue growth and profitability will also benefit from this program, along with functional managers who wish to understand the dynamics of business recovery and growth in challenging economic times.



## Program Director

### Bernard D. Marquez

Adjunct Faculty  
Asian Institute of Management

Bernard D. Marquez is an accomplished executive with over 20 years of experience in the consumer goods industry. As an adjunct faculty member at the Asian Institute of Management, he leverages his extensive background in business development and corporate turnarounds. He has held key roles, including President and Director of Ginebra San Miguel Inc. and General Manager for various divisions within San Miguel Corporation. His experience spans positions at Coca-Cola Bottlers Philippines, Splash Holdings, and RFM Corporation. Mr. Marquez holds a Master in Business Management degree from the Asian Institute of Management and a Bachelor of Arts in Economics from Ateneo de Manila University, where he is also a board member of the Ateneo Center for Economic Research and Development.

## Program Details

### Delivery Format

Hybrid (23 half days, 1 full day)

### Program Schedule

#### Live Online

- April 23, 25, 28, 30, 2025
- May 2, 5, 7, 9, 12, 14, 16, 19, 21, 23, 26, 28, 30, 2025
- June 2, 4, 6, 9, 11, 13, 2025
- 5:30 PM to 9:00 PM

#### Face-to-Face On-campus

- June 16, 2025
- 8:30 AM to 5:00 PM

### Program Fee

PHP89,990.00



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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