



Institute of Business and Technology

Sales Management (Online)

Study details

Course type: Professional Diploma

Degree: Diploma in Sales Management

Study mode: Full time

Duration: 11 Week Month

Cost of study

Cost : 1 200 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Jun

Requirements

Entry Requirements

Entry to this programme is based on each applicant's own merits and work experience. No prior academic qualification or professional experience in sales management is required.

Accommodation

Speciality

One evening per week

- Tuesdays

Additional information

Career Overview

The Diploma in Sales Management will equip you with everything you need to secure and excel at a role in sales management. Sales management training can provide you with a comprehensive understanding of the principles and practices of successful sales management.

This sales course is an engaging experience that guides you through the tools and tactics necessary for achieving sales management success. You will gain insight into the nuances of selling in today's digital economy, explore the changes in the modern sales process, understand buyer motivations, learn the tricks to connecting with audiences, and overcome any challenges with ease. With this

sales management course under your arm, you will graduate with the ability to develop compelling value propositions and sales content and craft smart digital sales strategies.

Course Syllabus:

- **Sales Strategy and Planning:** Developing a sales strategy and creating a plan to achieve sales goals. Students will learn about market segmentation, product positioning, and developing a sales forecast.
- **Sales Fundamentals:** An introduction to the basic principles and practices of sales. Topics include sales techniques, customer relationship management, and the sales process.
- **Sales Analytics:** The use of data and analytics to measure and improve sales performance, key performance indicators (KPIs), data visualisation, and forecasting.
- **Sales Leadership:** Insights into what it takes to be an effective sales leader. This includes motivation, team building, coaching and mentoring, and performance management.
- **Sales Negotiation:** Developing negotiation skills to close deals effectively, the psychology of negotiation, tactics and strategies, and best practices for successful negotiation.
- **Sales Technology:** The use of technology to support the sales process. Students will learn about CRM systems, sales automation tools, and the use of social media and digital marketing to drive sales.
- **Sales Operations:** Managing the day-to-day operations of a sales team. This includes sales planning and forecasting, sales pipeline management, and reporting and analysis.
- **Sales Ethics and Compliance:** Legal and regulatory requirements, ethical decision-making, and best practices for maintaining ethical standards in sales.
- **Sales Management in a Global Context:** The challenges of managing a sales team in a global context, cultural differences, language barriers, and the unique challenges of selling in different regions.
- **Sales Innovation:** New business models, emerging technologies, and disruptive trends. Students will learn about new sales channels, customer engagement strategies, and the use of data and analytics to drive innovation.

Assessment

Students will receive a certificate in sales management after being assessed on their knowledge and understanding of the course material through a written report and presentation. In the report, students will demonstrate their understanding of the material as well as their ability to apply relevant concepts and theories to a given case. Their presentation will involve showcasing a sales strategy or idea to a hypothetical client or board of directors, displaying the student's ability to effectively communicate their ideas and strategies based on learning outcomes delivered.

What is a Professional Diploma?

An IBAT Professional Diploma is a focused, short-duration practical course that consolidates, upskills and/or reskills learners in a professional area. It is a stand-alone qualification that does not lead to an award on the National Framework of Qualifications (NFQ).