



# Advanced Sales Management – 3 Days

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June 20<sup>th</sup> 21<sup>st</sup> 22<sup>nd</sup> 2010 in Dubai, UAE.



## Introduction

The pace of the Sales professional is fast and demanding. The rewards are high and the potential to increase earnings, social status and career prospects is without limit. Increasing competition creates a climate where only the most dedicated and professional sales people will excel.

This programme takes experienced sales managers to the next level and maximizes sales force performance.

["I have come away from this course with a new vision for the Sales Department!"](#)  
Ammar Mohammed.

## Course content

### The sales role

- Understand the role of selling and sales management in relation to marketing
- Outline the relationship between sales and other functions of the organisation

### Management theory

- Discuss the different theories of leadership
- Learn how to adopt appropriate leadership styles to suit different situations
- Identify ways of improving sales force job satisfaction and performance through effective management and supervision

### Selection of sales personnel

- Understand how to compile a job specification for sales positions
- Identify sources of potential recruits and discuss appropriate selection techniques

### Interviewing skills

- How to prepare for and conduct effective selection interviews
- Use appropriate questioning techniques to gather appropriate information
- Discuss how to make the right selection decision



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### Personal skills

- Communicate in a positive manner & use appropriate techniques to influence others
- Understand assertive, aggressive and submissive behaviours
- Play the leading role in decision making and action planning

### Dealing with problem people and people problems

- Discuss techniques for positive resolution of individual and group conflict
- Recognise how conflict develops
- Know how to take organisational values and policies into account when resolving conflict



### Team working and group dynamics

- Identify why organisations need teams
- Explain the difference between formal & informal groups, then discuss the stages of team formation
- Recognise how individuals change their behaviour in the presence of others

### Team effectiveness

- Describe the factors that contribute to the effectiveness of teams
- Discuss barriers to effective team working
- Discuss how to build balanced teams using Belbin team role model, and understand their own preferred team role
- Develop action plans to improve performance

### Motivation – team and individual

- Identify appropriate methods of recognition and reward for sales people
- Understand relevant theories of motivation
- Discuss ways of improving individual job satisfaction

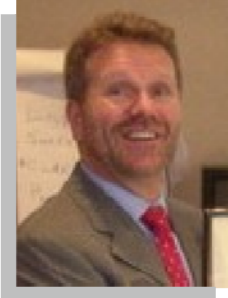
### Meetings

- Plan effective meetings
- Prepare realistic agendas
- Control meetings and deal with disruptive behaviours
- Keep and prepare accurate minutes
- Review personal skills in relation to chairing and participation in meetings



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### STEVE HALLIGAN – Course Director



Steve moved to Dubai in 1991 and is the Managing Director of Dubai based HR specialists The Core Group.

The Core Group are dedicated to helping organisations achieve better results through developing and maintaining high levels of employee motivation.

He has worked across the region and has extensive experience in the following industries:

*Automotive; Airline; Hotels and Hospitality; Medical; Pharmaceutical; Construction; Banking; Government; IT; Logistics; Advertising; Oil & Gas; Telecoms; Retail.*

During his time in the region he has gained unique insights into the issues that motivate (and in many cases de-motivate) employees and what management can do to develop and implement more productive strategies. His highly energetic and clear communication style helps to make what is a very complex issue, simple and understandable with actionable ideas and recommendations.

He has worked with multi-national, local companies and several government bodies. With the research tools they have developed, The Core Group has a wealth of data and case studies to support their consulting/training interventions.

Steve has develop and delivered a series of training programs across the region ranging from leadership and management to personal skills such as time management and public speaking. His highly energetic and dynamic style ensures that all course delegates leave with some new found knowledge or ability.

The trainer [Steve] was extremely good and the course provided simple steps that can be applied to your work life, thank you all very much

Sushim Mukherjee  
Executive Manager - Seven Seas Computers

A whole load of new skills and information all very practically based delivered superbly.

Hisham A Jalil Matter  
Sales Representative Al Aweer Reinforcements



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To: **Simon Parker**  
Company: **ISM Training**  
Fax Number: **04 345 3356**  
From:

**Advanced Sales Management – A 3 Day Intensive Training Course.**

Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of Sales and Marketing employees for which you are in charge:
No. of years experience in Sales/Marketing role:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)  
Currency is UAE Dirhams.

**Individual**                      **4,960 Dhs**                     

**Group (More than one)**      **4,560 Dhs**                     

Name/position invoice should be addressed to:.....

**Please Fax back the completed Form to + 971 (0) 4 345 3356  
We will send you confirmation of your booking and further details.**

**Thankyou.**

Tel: 04 345 3353 PO Box 33851 Dubai U.A.E Fax: 04 345 3356



**What people who have attended the Advanced Sales Management course have said.**

"This is the first time I've ever attended a training course where they do what they say they will do on the marketing literature."

Rafia Riaz, Executive Manager, Al Safa Journals.

"Very specific, made easy, lots of practical examples, excellent trainer. Overall very, very good!"

Joel Fernandes, Showroom Supervisor, Zayani Motors (Bahrain)

"The quality of this course is evident. Up to date, relevant and highly applicable. The UK trainer really knew his stuff and presented content in an imaginative and GCC relevant way. Put me down for your next course!" Fulvio Fabreschi, Sales Manager, Holborn Assets.

"The open discussions and videoed role-play plus the excellent strategies for managing different types of people." Amina A. Al Shirawi, Marketing Manager, Nakheel.

"The things we learnt about interviewing skills, goal setting and dealing with different personality types made for an excellent presentation which was highly interactive and just as applicable to the hospitality sector as any other" Lori Popa, Sales Manager, Le Meridien Hotel.

"We learnt important new skills and I will now be able to focus on long term plans" Abdul Hamid Oubeisi, Regional Distribution Manager, Smiths Portex.

"Learning about different group dynamics and the practicalities of sales management made this a very useful course" Anne Low, Sales Manager, Diversified Cosmetics.

"It was job orientated and practical with innovative ideas and taught us new methods to use right away" Tawfique Kadar, Sales Representative, Bahrain Gas.

A whole load of new skills and information all very practically based  
Hisham A Jalil Matter, Sales Representative Al Aweer Reinforcements.

"The course was full of effective methods to improve management, we can now set realistic goals for corporate management as well as life management!"

Mezna Al Shirawi, Sales Manager, Nakheel.