Certified Sales Management Professional

New York City (USA)

12 - 16 July 2027

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Introduction

The Certified Sales Management Professional course is designed to strengthen the ability to build and execute a sales strategy that expands customer penetration, improves relationship depth, and increases business opportunities across corporate accounts. The program focuses on moving beyond routine sales activity toward structured market coverage, account growth, opportunity prioritization, and disciplined execution.

In corporate business environments, growth depends on understanding customer portfolios, identifying untapped potential, segmenting accounts properly, and aligning sales actions with customer needs and business value. This course helps participants develop a sharper approach to customer penetration by improving account analysis, relationship mapping, sales planning, team coordination, and performance monitoring.

The four-day structure moves from sales strategy and customer portfolio analysis to penetration planning, execution discipline, pipeline control, and performance reporting. The course is aligned with the title Certified Sales Management Professional and the required focus on building sales strategy to increase customer penetration.

Course Objectives

By the end of this course, participants will be able to:

- Build a structured sales strategy for corporate customer growth.
- Analyze customer portfolios to identify penetration opportunities.
- Segment customers based on value, potential, risk, and relationship depth.
- Identify cross-selling and up-selling opportunities within existing accounts.
- Develop account plans that support stronger customer engagement.
- Prioritize sales opportunities based on revenue potential and strategic importance.
- Improve coordination between sales teams and internal support functions.
- Monitor sales activities, pipeline movement, and opportunity progress.
- Strengthen customer relationship planning across multiple decision-makers.
- Improve execution discipline in sales initiatives and account development.
- Use performance indicators to measure penetration, activity quality, and conversion.
- Prepare practical action plans to increase customer share and relationship value.

Course Outlines

Day 1: Sales Strategy and Customer Portfolio Understanding.

- Understanding the role of sales management in corporate business growth.
- Linking sales strategy with customer penetration objectives.
- Analyzing the current customer portfolio by revenue, potential, and engagement level.
- Identifying underpenetrated accounts and missed growth opportunities.
- Segmenting customers into strategic, growth, maintenance, and low-potential groups.

- Understanding customer needs, buying behavior, and internal decision dynamics.
- Mapping relationship depth across key contacts and decision-makers.
- Reviewing gaps between current sales activity and expected account growth.

Day 2: Building Customer Penetration and Account Growth Plans.

- Designing account strategies for high-potential corporate customers.
- Identifying cross-selling, up-selling, and retention opportunities.
- Building value propositions based on customer needs and business priorities.
- Mapping products, services, and solutions to customer segments.
- Creating account plans with clear objectives, actions, owners, and timelines.
- Strengthening engagement with multiple stakeholders inside the customer organization.
- Using customer intelligence to improve sales conversations and proposals.
- Prioritizing opportunities based on size, timing, probability, and strategic value.

Day 3: Sales Execution, Pipeline Control, and Internal Alignment.

- Translating sales strategy into weekly and monthly execution actions.
- Managing pipeline stages from lead identification to deal closure.
- Improving follow-up discipline on opportunities and customer actions.
- Identifying execution delays and weak points in opportunity movement.
- Coordinating with credit, operations, product, service, and support teams.
- Managing internal dependencies that affect customer response and deal progress.
- Reviewing customer proposals before submission for relevance and quality.
- Handling objections, delays, and competing priorities in corporate sales.

Day 4: Measuring Sales Performance and Sustaining Customer Penetration.

- Defining performance indicators for customer penetration and account growth.
- Measuring activity quality, opportunity conversion, revenue expansion, and relationship depth.
- Reviewing sales reports to identify gaps, risks, and growth signals.
- Improving report accuracy and management visibility over customer progress.
- Tracking account plans and follow-up actions through structured review routines.
- Building corrective actions for underperforming accounts or inactive opportunities.
- Coaching sales teams through data, customer insight, and field observations.
- Sustaining customer penetration through continuous relationship review.

Why Attend This Course: Wins & Losses!

- Build a clearer sales strategy for corporate customer growth.
- Increase customer penetration through structured account planning.
- Identify hidden opportunities within existing customer portfolios.
- Improve cross-selling and up-selling efforts with stronger customer insight.
- Strengthen relationship depth across decision-makers and influencers.
- Improve pipeline visibility and opportunity follow-up.
- Reduce wasted sales activity by focusing on high-value accounts.
- Improve internal coordination that supports faster customer response.
- Use sales performance indicators to monitor progress and results.
- Strengthen execution discipline across sales initiatives.

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- Improve the quality of sales reports and management updates.
- Build a practical roadmap for sustainable account growth.

Conclusion

The Certified Sales Management Professional course provides a focused framework for building sales strategy, increasing customer penetration, and improving corporate account growth. It connects sales planning with customer analysis, relationship mapping, opportunity prioritization, execution discipline, and performance monitoring.

The program begins with understanding customer portfolios and identifying growth potential, then moves into building account penetration plans and value-based sales actions. It then focuses on execution, pipeline movement, internal alignment, and finally performance measurement and continuous improvement.

By the end of the course, participants will be better prepared to build stronger sales strategies, expand customer relationships, increase penetration within corporate accounts, and drive more disciplined sales execution supported by clear reports, practical follow-up, and measurable results.

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