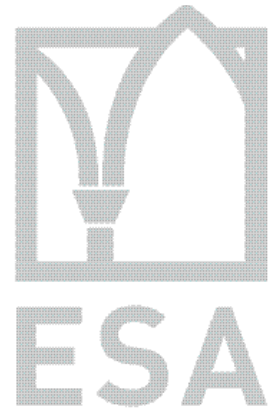




# VOTRE AVANTAGE CARRIÈRE



## CERTIFIED PROFESSIONAL SALES MANAGEMENT

The economic year is taking a grave toll on all attitudes and behaviors. Selling professionals, sales managers and business owners are having a very difficult time trying to meet goals and remain profitable. Every day, sales management and supervisory team face the challenge of getting the numbers, with fewer people and smaller budgets. They're constantly trying to do more with less. It can be stressful, to say the least.

CEOs can get more out of the salespeople they already have — without increasing the budget and without working their people harder. All it takes is a new sales management perspective and new tools.

In light of these matters, **ESA in collaboration with WIN Sales & Marketing Programs**, professional sales experts, delivers the Certified Professional Sales Management (CPSM) program to build a high performance sales management culture and to develop comprehensive processes to pursue and seize sales opportunities. This program is internationally accredited.

### KEY COURSE BENEFITS

- Understand the roles of an effective Sales Manager
- Implement change management techniques that help your team welcome change
- Enhance team efficiency by applying the Effective Sales Management process
- Apply the talent management process to produce a dynamic sales team that will differentiate your organization from your competition
- Discover detailed methods to create an effective job profile, develop a compensation plan, conduct successful interviews, and select top candidates

### WHAT TO EXPECT

- Written exam of 2.5 hours
- The Accredited and comprehensive course manual and tools
- Additional exercises and reading material
- An interactive approach with your trainer and experience sharing
- A cobranded certificate of success as “Certified Professional Sales Management” from ESA and Win Sales and Marketing programs

### WHO IS ELIGIBLE FOR THE CPSM PROGRAM?

Sales supervisors and sales managers with at least 2 years of experience

### SPECIAL PROGRAMS REWARDS

ESA and WIN Sales and Marketing Programs decided to offer a Special programs Reward for companies that wishes to go a step ahead:

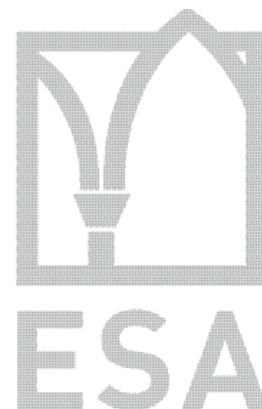
- With each registration, a sales management skills assessment, per candidate will be delivered. i.e: a 450 USD value
- Companies with more than 2 registrations will have a session with a WIN programs sales expert to set future improvement goals for each candidate

### TRAINER PROFILE: NADA BIFANI

- Mrs. Bifani is certified by the Canadian Sales Professional Association as Certified Sales Professional
- She has a master degree in Economic Sciences and in Business Administration from the ESCP-EAP from Paris, France
- She provides consultancy in diversified business area, from FMCG to banking
- She is also a trainer in management, marketing and sales for companies
- With a baggage of 25 years of experience in sales, marketing and management in different sectors, she gathered a rich experience that she is sharing with people who chose to become successful in business



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## CERTIFIED PROFESSIONAL SALES MANAGEMENT

### OUTLINE

#### Module 1- Roles of the Effective Sales Manager

- Examining the stages of business evolution and the implications for sales management
- Adding value through your multiple roles as strategist, business manager and talent manager

#### Module 2- Vision in Sales Leadership

- Aligning sales goals with corporate goals and values
- Selecting your go-to-market strategies to further penetrate the market
- Learning to lead and inspire representatives towards growth, job satisfaction, and superior performance
- Communicating vision and change effectively to minimize resistance
- Leading through times of change

#### Module 3- Managing Sales Performance

- Tools to measure and manage the performance of the sales force
- Methods to create sales budgeting, forecasting and projecting
- Solutions for productivity improvement

#### Module 4- Talent Management

- Understanding and implementing the talent management process
- Creating your own profile of a successful salesperson
- Recruiting, hiring and compensating your sales team
- Being knowledgeable about key issues and considerations surrounding termination
- Presenting strategies to motivate your salespeople towards improved performance
- Managing sales performance
- Developing and coaching your company's most significant resources

### PRACTICAL INFORMATION

#### Fees

Full rate: 1800 USD

Corporate rate: 1600 USD (2 candidates and above)

ESA Alumni rate: 1400 USD

Please settle the registration fees two weeks prior to training by bank transfer, cash, credit card or check at ESA, office 312<sup>(1)</sup>

#### Duration

4 full days training from 9:00 AM to 5:00 PM

#### Dates

From April 9<sup>th</sup> till April 12<sup>th</sup>, 2013

#### Registration<sup>(2)</sup>

Fill out the attached application form, scan it and send it back to [exed@esa.edu.lb](mailto:exed@esa.edu.lb) or to ESA, office 202 before March 4<sup>th</sup>, 2013

### CONTACT

#### ESA EXECUTIVE EDUCATION

289, rue Clemenceau

T: 00 961 1 373 373 ext: 1132

C: [exed@esa.edu.lb](mailto:exed@esa.edu.lb)

*(1) Withdrawal of the training could be made, free of charge, at least 7 working days prior to the training date.*

*Cancellation made less than 7 days will be subject to the application of the full fees.*

*(2) All sales managers and sales supervisors with at least 2 years of experience in sales management are eligible to register to the exam of the Canadian certification from the Canadian Professional Sales Association (<http://www.cpsa.com>) with an additional exam fee*

This document has no contractual value and may be modified to reflect current events.

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