

Advanced Sales Leadership Course - CMI Level 7



CMI Awards

FINALIST

Outstanding Training
Provider of the Year 2022



Advanced Sales Leadership Course - CMI Level 7



Duration

Four teaching days

Overview

In any competitive environment, it is crucial that sales leaders are able to manage complex challenges and environments. This will ultimately determine an organisation's ongoing success. To thrive and grow, sales leaders need to have the ability to think and act differently depending on the circumstances. In doing so, they need to be able to lead their teams through change.

The Advanced Sales Leadership Course - CMI Level 7 is designed to be a transformative experience with a blend of sessions to help strengthen your approach to the challenges you face on a daily basis.

Through a combination of strategic, high-performance and self-aware leadership sessions, it will give you the tools to enhance your performance and decision-making skills. This comprehensive course will focus on both your organisational and personal impact as a sales leader.

Who is this course for

The Advanced Sales Leadership Course - CMI Level 7 is designed specifically for those responsible for leading growth and development of organisations, those working in client-facing roles, account management, contract management, strategic relationships and business development. Those who typically attend include directors and leaders across sales, marketing and other senior and related positions as well as those aspiring to these roles.

It is ideal for those who are looking for ways to perform even better in their roles. It has been designed for delegates from across the public, private and not-for-profit sectors who are involved in leading teams and making complex, strategic decisions.

Benefits

This course is for you if you want to:

- Learn how to lead high-performing sales teams
- Understand the function of strategic sales and marketing planning
- Understand the alignment of corporate, sales and marketing strategies
- Learn more about sales forecasting and target setting
- Learn how to manage change in a sales environment

Learning Outcomes

On completion of this course, delegates will:

- Be able to lead high-performing sales teams
- Understand the role of effective leadership in the management and implementation of strategies
- Understand the nature of strategy - the alignment of corporate, sales and marketing strategy
- Understand the function of strategic sales and marketing planning - customer and market centric
- Hold an understanding of the cultural conditions required for successful implementation of strategy and planning, enabling the development of organisational competitive advantage
- Understand the importance of proactively evaluating potential future changes in the trading environment and the impact on the development of sales strategy
- Be able to demonstrate the importance to the organisation of good quality plans and accurate sales forecasts

Chartership (CMI Chartered Manager)



Those learners that successfully complete and are awarded the Level 7 Certificate in Strategic Management & Leadership are eligible for 'Fast Track' to Chartered Manager status. This route builds on the completion of your eligible CMI qualification and provides a fast-track assessment process taking into account your prior learning with CMI. (Note - There is a separate cost for this and the application and payment are made directly to CMI) - For further information visit - **CMI Chartered Manager**.

Gaining Chartered Manager status involves completing a holistic assessment that is underpinned by the **CMI Professional Standard** for Management and Leadership. It provides you with a fantastic opportunity to reflect on your recent workplace achievements and how you effectively apply your management and leadership skills.

Qualification

CMI Level 7 Certificate in Strategic Management and Leadership Practice

Following completion of the **Advanced Sales Leadership Course**, learners can opt to continue their studies by completing a **CMI Level 7 Certificate in Strategic Management and Leadership Practice**. This qualification is designed for those wishing to develop strategic management and leadership practice who will have the knowledge, skills and behaviours to drive business activities in a senior, director or CEO role.

Learners are required to complete two 3,500-4,000 word written assignments. Units to be completed include:

- 704: Developing Organisational Strategy
- 714: Personal and Professional Development for Strategic Leaders

Benefits of completing the qualification include:

For learners:

- Enables learners to develop the professionalism to deliver impact and behave ethically.
- Provides the support to understand approaches to personal and professional development.
- Delivers the skills to enable learners to develop and influence an organisation's strategic direction through the development of a meaningful strategy.
- Provides the opportunity to demonstrate a commitment to continual learning and development.
- Accredited management and leadership qualification and certificate on completion.

For organisations:

- Learners will build on their strategic management and leadership skills to focus on the requirements of embedding the organisation's strategy.
- Provides skills and behaviours to drive core business activities.

Learners also receive:

Targeted tutorials run by our CMI-qualified tutors, to help learners complete the assignment writing phase.

Dedicated support from the Quality Assurance Team here at In Professional Development, including regular CMI learner drop-in sessions.

Access to a wealth of CMI online learning resources through their Management Direct website.

Please take a look at our [CMI FAQs](#) to find out more about how the qualification works.

Agenda

Session One: Leadership and Strategic Decision Making in Sales

Key themes include:

- What does good leadership look like?
- Leadership Styles
- Decision Making – Style and Consistency
- Leading Teams Through Coaching

Session Two: Strategy, Planning and Implementing Sales and Marketing Strategy

Key themes include:

- Sales Strategy
- Sales and Marketing Strategies, Planning and Implementation
- Value Propositions
- Brand and Customer Insight

Session Three: Targets, Forecasting and Team Structure

Key themes include:

- Sales Forecasting and Budgeting
- The Factors that Affect Sales Trends
- Team Structure and Sales Process
- Managing Growth and Performance

Session Four: Culture and Change

Key themes include:

- Leading Sales-Related Change
- Managing the Impact of Change
- Developing Resilience to Change
- Communicating Change

Tutors

Nick Jerome

After working in sales and marketing management in the publishing and consultancy sectors, Nick had an epiphany and discovered coaching.

He is an executive coach, and facilitates leadership, management and coaching programmes.

Nick has an MBA, and a Masters in Coaching from Warwick University. He can also facilitate and coach in French. He's a Fellow of the Royal Society of Arts and a member of the Association for Coaching.

Nick definitely has the learning bug – he is currently working part time towards a degree in Drawing, and is training as a mindfulness teacher. Nick is married, has two adult sons and lives in London.

Paul Walhlaus

Paul is a Business Transformation consultant with an outstanding record of achievement in supporting strategic business goals through the delivery of effective learning and development, organisation design and change management solutions. He has worked in many countries and across private, public and charity sectors, each time refining his strategies for helping organisations bring about lasting change. To date he has consulted in 60 plus organisations across 20+ sectors.

He works with passion and a co-operate style to ensure that what is delivered clearly benefits clients and becomes a sustainable part of the organisation's DNA. Paul's specialism's are culture change, realising financial benefits / ROI from large-scale change programmes, leadership development, internal consultancy skills and implementing coaching and mentoring schemes. Over the years Paul has designed and delivered an impressive range of experiential and immersive workshops and is widely acknowledged as a leading trainer and facilitator.

Dominic France-Lynch

Dominic is a career business development professional. He draws on 30 years experience working in high value B2B business development environments. During this time he has successfully won, negotiated and implemented several \$multi-million deals. His roles have included New Business Development, Key Account Management, Sales Leadership and Sales Operations Director.

In 2001 Dominic moved into commercial skills training. He has successfully sold, designed and delivered commercial skills training across a broad range of markets including IT, Telecoms, Manufacturing, Aerospace & Defence, Healthcare and Professional Services.

His value to clients lies in his practical sales experience, which allows him to translate best practice theory, into practical solutions that work. His areas of expertise include Sales Process Consultative Sales. Negotiation, Bid Management, Strategic Sales & Key Account Management.

Dominic's strength as a facilitator lies in his ability to relate to an audience. Through personal experience, he understands the complexity of large deals and how challenging it can be to both win and negotiate a successful outcome. He has worked extensively in Europe, USA and Asia – delivering training, facilitating senior team events, coaching and speaking at seminars.

