

Sales Leadership and Management Programme

- CMI Level 5



CMI Awards

FINALIST

Outstanding Training
Provider of the Year 2022



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Duration

Three teaching days

Validating Body

CMI

Overview

In any competitive environment, the ability of sales managers or team leaders of an organisation to manage effectively, will ultimately determine its ongoing success. To thrive and grow, sales managers need to be constantly motivating and focused on developing consistent, high-performing teams.

The Sales Leadership and Management Programme is designed to be a dynamic and interactive experience with a blend of sessions designed to focus your approach to sales team challenges.

Through a combination of leadership, performance and positive sales behaviour sessions, it will give those in attendance the tools to enhance their performance and people management skills. It also focuses on both your organisational and personal impact as a sales manager.

Who is this course for

Designed for those with a minimum six-12 months sales management experience including executives, managers and business owners who are actively involved in the management of sales teams or functions.

Benefits

This course is for you if you want to...

- Understand the fundamentals of leadership
- Learn the tools and diagnostics to drive sales performance
- Understand the value of feedback to motivate and drive positive sales behaviour
- Understand the importance of ethics, power and trust in a sales role

Learning Outcomes

On completion of this programme, you will:

- Understand the fundamentals of leadership practice in organisations
- Differentiate between the roles of manager and leader
- Learn the importance of ethics, power and trust in a sales role
- Identify your own leadership style and its impact on others
- Understand the rationale for managing sales performance within organisations
- Apply tools and diagnostics to drive sales performance
- Learn the value of feedback to motivate and drive positive sales behaviour
- Understand the dynamics of managing sales team performance including development and poor performance conversations

2022 Finalist for Outstanding Training Provider

In 2022 we were shortlisted for the Outstanding Training Provider of the Year Award with Chartered Management Institute.

The CMI who celebrated it's 75th year, recognised In Professional Development as a provider producing exceptional positive impact on the learner experience in the category of small business, as a result of its partnership with the Institute.



We are honoured to have been shortlisted for our work as a training provider so early in our short period of offering professional development programmes and privileged to continue delivering outstanding courses CMI accredited courses through our Non-HE Partner's relationship. Find out more about our shortlisting [here](#).

Qualification

CMI Level 5 Certificate in Management and Leadership

Following completion of the **Sales Leadership and Management Programme**, learners can opt to continue their studies by completing a **CMI Level 5 Certificate in Management and Leadership**. This qualification is designed for practising middle managers and leaders at operations, division, departmental or specialist level, who are typically accountable to a senior manager or business owner.

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

- 501: Principles of Management and Leadership in an Organisation
- 502: Principles of Developing, Managing and Leading Individuals and Teams to Achieve Success

Benefits of completing the qualification include:

For learners:

- Development of skills required to lead and manage individual teams.
- Provides a broader knowledge of skills to help individuals be more effective in specific management areas.
- Accredited management and leadership qualification and certificate on completion.

For organisations:

- Deliver aims and objectives in line with wider organisational strategy.
- Gives a fully comprehensive bank of the skills and knowledge required to be a manager as part of an organisation
- Allows individuals to focus on the areas that are most appropriate for their role and organisation.

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: The Principles of Sales Leadership Practice

Key themes include:

- What does good sales leadership look like?
- Sales leadership styles
- Ethics and integrity in sales leadership
- Understanding your team

Session Two: Managing Sales Performance – the bigger picture

Key themes include:

- Managing performance
- Recruitment
- Managing performance (the numbers)
- Managing performance (the team)
- Motivating your team for performance

Session Three: Managing Sales Performance – in the moment

Key themes include:

- Performance, the individual
- Activator, Behaviour, Consequence
- Performance conversations
- Difficult and development conversations
- Key learning and action-planning

Tutors

Nick Jerome

Nick Jerome is an Associate Consultant at InPD, specialising in Executive Coaching, Leadership, Management, Coaching and Mentoring, Marketing and Sales Skills.

Nick is an accredited coach and a Fellow of the Association of coaching as well as a Fellow of the Royal Society of Arts. An accomplished Consultant and Facilitator, with experience of working with leaders at all levels across a wide range of sectors, he also designs and delivers training in communications, presentation skills, soft skills, team effectiveness, coaching skills.

With a Diploma in Executive Coaching, a Post Graduate Diploma in Marketing from the Chartered Institute of Marketing (CIM), an MBA from Keele University and a Master of Arts: Coaching from Warwick, Nick was also a volunteer listener for the Samaritans and is one of our most experienced facilitators.

Beginning his career in sales and marketing management in the publishing and consultancy sectors in the early 90s, 10 years in Paris, Nick eventually came to Education, moving to London. After 5 years as a Senior Sales Consultant, he had an epiphany and discovered coaching, since which he has been an executive coach, and delivering leadership, management and coaching programmes at InPD, as well as international business schools such as EM Strasbourg Business School and EDHEC Business School.

Nick is bilingual so can deliver in either French or English, and is our lead Sales Skills trainer at InPD.

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.

Tutors

Dominic France Lynch

Dominic is a career business development professional. He draws on 30 years' experience working in high-value business-to-business development environments. During this time he has successfully won, negotiated and implemented several multi-million dollar 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 and 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 and 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.

Liam Moran

Liam is a highly experienced and versatile Learning and Development consultant, trainer and coach. He brings over 25 years multi-industry expertise, both as a leader and manager himself and subsequently as a developer and deliverer of effective blended learning programs for all levels, including C-suite. Liam brings credibility and gravitas to the learning process, building excellent rapport and productive relationships. He is also an experienced interim manager and speaker at conferences and seminars.

