

Sales Leadership and Management Programme

- CMI Level 5



CMI Awards

FINALIST

Outstanding Training
Provider of the Year 2022



Sales Leadership and Management Programme

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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

Qualification

The CMI Level 5 Certificate in Management and Leadership

Assessment

The CMI Level 5 Certificate in Management and Leadership is designed to develop the skills needed to lead and manage individuals and teams, providing a broader knowledge of skills to help you to be more effective in specific management areas.

You will be required to take the theory, thought leadership and research discussed on the programme, and implement it in your professional life by focusing on your own leadership development.

Delegates will be required to complete two 3,500 – 4,000-word written assignments that require taught theory to be applied to the organisational context:

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

Support

As part of your course fee, you are given unlimited access to post-classroom tutorials. These are organised monthly and run by CMI-qualified tutors to help guide learners through the assignment writing phase.

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 its 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](#).

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

Agenda

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

Next Steps:

CMI Level 5 Coaching and Mentoring Programme

CMI Level 7 Strategic Approaches to Equality Diversity and Inclusion

CMI Level 7 Strategic Decision Making for Leaders

CMI Level 7 Recruitment and Retention Strategy for Leaders

CMI Level 7 Leading Hybrid Teams

CMI Level 7 Strategic Wellbeing and Resilience

CMI Level 7 Senior Leadership Programme

AGILE Project Leadership Programme

Tutors

Nick Jerome

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

He has been an executive coach for several years, 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 is currently working part-time towards a degree in Drawing, and is training as a mindfulness teacher.

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 & Defense, 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.

