



**SCANDINAVIAN ACADEMY**  
For Training and Development

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# Course: Professional Diploma in Sales Management

Code	City	Hotel	Start	End	Price	Language - Hours
DIP-738	Brussels (Belgium)	Hotel Meeting Room	2026-10-12	2026-10-23	9950 €	En - 80

## About this Diploma

Sales are the driving force behind business success, and in today's competitive marketplace, professionals must go beyond traditional sales techniques to master modern, data-driven, and customer-centric sales strategies. This Professional Diploma in Sales Management provides a comprehensive and practical approach to sales, covering strategic selling, customer psychology, negotiation techniques, digital sales, and leadership in sales management.

This 10-day intensive program is designed to equip sales professionals, business development executives, and entrepreneurs with the essential skills, frameworks, and tools to generate leads, close deals, and build lasting customer relationships. Participants will gain hands-on experience in sales strategies, CRM systems, data analytics, and digital sales tools, ensuring they stay ahead in an ever-evolving sales landscape. Whether you're an aspiring sales professional, an experienced sales manager, or a business owner looking to scale sales performance, this diploma will provide you with the expertise, confidence, and cutting-edge techniques to achieve sustained sales success.

## General Objective

This diploma aims to develop high-performing sales professionals by providing them with proven sales strategies, advanced negotiation skills, digital sales techniques, and leadership capabilities. By the end of the program, participants will:

- Master the sales process from prospecting to closing deals.
- Develop consultative and relationship-driven sales approaches.
- Enhance negotiation and persuasion techniques to increase conversion rates.
- Understand buyer psychology and adapt sales pitches accordingly.
- Leverage CRM and sales automation tools for increased efficiency.
- Master digital sales strategies, including social selling and e-commerce.
- Build and lead high-performance sales teams.
- Analyze sales data and key performance indicators (KPIs) for continuous



improvement.

## Target Audience

- Sales Managers & Business Development Executives
- Entrepreneurs & Small Business Owners
- Account Managers & Customer Relationship Professionals
- Marketing Professionals & Consultants
- Anyone Aspiring to Build a Career in Sales

## How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

## Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

## Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)



- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

## **OUTLINE**

### **Day 1: Introduction to Sales Management**

- Understanding the Role of Sales in Business Success
- Sales Trends in the Digital Age
- Key Traits of a Successful Sales Professional
- The Sales Process: From Prospecting to Closing
- Building a Winning Sales Mindset
- Workshop: Identifying Your Sales Strengths and Areas for Improvement

### **Day 2: The Psychology of Selling & Buyer Behavior**

- Understanding Customer Needs and Buying Motivations
- Emotional vs. Rational Decision-Making in Sales
- Buyer Personas and Customer Segmentation
- Active Listening and Empathy in Sales Conversations
- Workshop: Analyzing Customer Behaviors and Adapting Sales Pitches

### **Day 3: Prospecting, Lead Generation & Sales Pipeline Management**

- Effective Prospecting Methods: Cold Calling, Networking, and Referrals
- Lead Qualification: Identifying High-Potential Clients
- Building and Managing a Sales Pipeline
- Using CRM Systems for Lead Tracking and Sales Forecasting



- Workshop: Developing a Lead Generation Strategy

#### **Day 4: Advanced Sales Techniques & Consultative Selling**

- The Shift from Transactional to Relationship-Based Selling
- Consultative Selling: Becoming a Trusted Advisor
- Solution Selling: Aligning Products with Customer Needs
- Storytelling in Sales: Persuasion through Narrative
- Workshop: Crafting and Delivering a Winning Sales Presentation

#### **Day 5: Negotiation Strategies & Handling Objections**

- Principles of Effective Negotiation in Sales
- Building Win-Win Scenarios in Deals
- Overcoming Common Customer Objections
- Psychological Tactics for Closing High-Value Sales
- Workshop: Role-Playing High-Stakes Sales Negotiations

#### **Day 6: Digital & Social Selling Strategies**

- Leveraging LinkedIn, Facebook, and Other Social Media for Sales
- Creating High-Converting Sales Funnels in Digital Channels
- Using AI and Automation for Lead Nurturing
- Email Marketing & Drip Campaigns for Lead Conversion
- Workshop: Optimizing Your Social Media Profile for Sales Success

#### **Day 7: Sales Metrics, Analytics, and Performance Measurement**

- Key Sales KPIs: Measuring What Matters
- Sales Forecasting and Revenue Planning
- Understanding Customer Lifetime Value (CLV) and Sales ROI
- Using Data Analytics to Optimize Sales Strategies
- Workshop: Analyzing Real Sales Data to Identify Growth Opportunities



## **Day 8: Sales Leadership & Managing High-Performance Sales Teams**

- Traits of a Great Sales Leader
- Building and Managing a High-Performance Sales Team
- Sales Coaching, Motivation, and Performance Reviews
- Managing Remote and Hybrid Sales Teams
- Workshop: Leadership Scenarios & Managing Sales Team Conflicts

## **Day 9: Closing Strategies & Customer Retention**

- The Art of Closing Sales and Increasing Conversion Rates
- Customer Retention Strategies for Long-Term Success
- Upselling and Cross-Selling Techniques
- Building Customer Loyalty and Advocacy
- Workshop: Closing a High-Value Sales Deal (Simulation)\*\*

## **Day 10: Sales Strategy Development & Final Assessment**

- Integrating All Sales Techniques into a Cohesive Strategy
- Developing a Long-Term Sales Growth Plan
- Sales Pitch Competition & Feedback from Experts
- Final Case Study & Assessment: Creating a Strategic Sales Plan



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant will receive comprehensive training materials, including theoretical content, practical exercises, and supporting resources, provided in both printed and digital formats. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

### **Program Timings:**

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

### **The program includes:**

- A daily Coffee Break provided during the sessions to ensure participants comfort.