

UCT Sales Management short course

Learn the practical direct selling skills required for prospecting and closing the sale as well as how to manage and motivate a sales team in today's dynamic business environment.

The course in a nutshell:

- Understand the fundamentals of personal selling and gain practical direct selling skills
- Learn how to manage, motivate and measure a sales team in today's dynamic business environment
- Sales Management short course is approved by University of Cape Town, presented by GetSmarter, throughout South Africa
- Results in a certificate in Sales Management from the University of Cape Town

Course modules:

- Module 1: Sales and marketing in the 21st century
- Module 2: The personal selling function
- Module 3: The sales process
- Module 4: Sales forecasting and budgeting
- Module 5: Sales planning and recruitment
- Module 6: Sales training and development
- Module 7: Leading and compensating the sales team
- Module 8: The role of technology in sales and sales management

Who should attend this course?

The course is suitable for anyone who wants to acquire or sharpen their personal selling or sales management skills across all industries. It is beneficial for business owners, general managers, entrepreneurs, direct sales professionals (including sales representatives, sales executives, account executives, sales consultants and strategists, marketing managers and executives) as well as anyone wanting to enter the sales arena.

Date: 10 February 2014 to 14 April 2014

Venue: Countrywide

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