CUSTOMER CENTRIC SALES MANAGEMENT

December 14 – 16, 2020
December 13 – 15, 2021
ESMT Berlin

MANAGE THE MAIN CHALLENGES THAT CONFRONT YOUR COMPANY IN SALES MANAGEMENT
The age of the “product pusher” is long gone – sales managers nowadays are trusted and collaborative consultants for their clients. To live up to this ideal, sales leaders need to develop a customer-centric strategy and organization.

Customer centricity is a concept that is touted by many companies yet is difficult to implement. To support sales leaders in this endeavor, participants of the program Customer Centric Sales Management will acquire the latest customer centricity toolset and learn from the successes and failures of other companies: from understanding customers’ wants to decoding customers’ true needs, from gaining customers’ buy-in to aligning internal processes. In the aim of creating customer-centric sales personnel with clearly defined roles, tasks, and selling behavior, participants will develop new ideas to improve their own sales business, receive feedback from faculty and peers, and leave the program with a concrete action plan.

KEY TOPICS
✓ Understanding customer strategies: from collecting specifications to understanding needs
✓ Bringing digital offerings to market and selling complex service solutions
✓ Improving customer centricity and transforming sales management through digital technologies
✓ Managing change to build a customer-centric culture

KEY LEARNINGS
✓ Experience disruptive approaches to customer-centric selling and its key elements
✓ Get to know new frameworks and concepts, research insights, and best-practice examples
✓ Understand how to create high-performing sales personnel with clearly defined roles, tasks, and selling behavior
✓ Capitalize on the exchange between executives from different industries

METHODS
Interactive lectures, case study discussions, exercises in small groups, guided workshops.

KEY BENEFITS
All ESMT programs are practice-oriented and generate fresh perspectives. In this program participants will familiarize themselves with new research and disruptive approaches to sales management and learn how to integrate customer centricity into company culture and daily operations. Additionally, the program will capitalize on the exchange between executives from different countries, industries, and companies – a network whose collective knowledge will continue to benefit participants once they return to their organizations.

WHO SHOULD ATTEND
Managers with several years of professional experience in sales, marketing, or customer management.
This is a well-structured, practice-oriented program offering new insights on client satisfaction and including an international network of faculty and peers.

Dr. Winfried Haneklaus, Justiziar, Leiter der Stabsstelle Recht, Ruhrverband
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Customer Centric Sales Management is part of the cluster Managing Technology and Strategy and counts toward 3 of the 18 days necessary to gain the diploma.

Tuition fee includes program attendance, all materials (usually in electronic form), any online access and the certificate of attendance. Travel costs and a daily delegate fee are not included.

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible. According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

For general terms and conditions, and details on the application process please go to: execed.esmt.berlin/gtc

CONTACT US
Our admissions team office will be glad to answer any questions you might have regarding this program.

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