



#### Location

ESMT Berlin



#### Tuition fee\*

€3,800



#### Language

English



#### Duration

3 days

December 13 – 15, 2021



#### Certificate

You receive a certificate upon completion of the program.

#### Postgraduate Diploma in Management

The program counts toward 3 of the 18 days necessary to receive the diploma.



[exced.esmt.berlin/sales](https://exced.esmt.berlin/sales)

Customer-centricity is a concept touted by many companies, yet difficult to implement in practice. ESMT's Managing Sales program is designed to support sales leaders in this endeavor. You will be equipped with the latest methods and tools as well as learn from the successes and failures of other companies: from understanding customers' wants to decoding their true needs; from gaining customers' buy-in to aligning internal processes. Learn how to facilitate a more customer-centric sales team with clearly defined roles, tasks, and selling behavior. Develop new ideas to improve sales in your own organization, receive feedback from faculty and peers, and leave the program with a concrete action plan.

## Who should attend the program?

Managers with several years of professional experience in sales, marketing, or customer management.

## 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 the digital transformation of sales
- Managing change to build a customer-centric culture

## Teaching methods

Interactive lectures

Case studies

Individual exercises

Peer feedback

# Managing Sales

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## Day 1

- From collecting specifications to understanding needs
- Leading the sales force to sell value

## Day 2

- Selling complex solutions
- Bringing digital offerings to the market

## Day 3

- Improving customer centricity through digital technologies
- Building a customer-centric culture in your organization

## Key benefits

- ✔ Experience innovative approaches to customer-centric sales
- ✔ Get exposed to new frameworks, research insights, and best-practice examples
- ✔ Learn the benefits of clearly-defined roles and selling behaviors
- ✔ Exchange with peers from different industries

\*For general terms and conditions and details on the application process, please go to: [execed.esmt.berlin/gtc](https://execed.esmt.berlin/gtc)



Olaf Plötner

## Faculty

### Olaf Plötner

is a professor at ESMT Berlin. He joined ESMT as one of the first faculty members and became managing director of ESMT Customized Solutions GmbH in 2002. From 2011 to 2017, he was the dean of executive education at ESMT and established the school as a Top 10 institution in this field, based on the global ranking of the *Financial Times*. Olaf's research and teaching focus on strategic management in global B2B markets.

## Contact.

### ESMT Berlin

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*This is a well-structured, practice-oriented program offering new insights on client satisfaction and including an international network of faculty and peers. Highly effective course covering a broad range of industries and strategies with clear emphasis on emerging best-practice trends.*

Dr. Winfried Haneklaus, Justiziar,  
Leiter der Stabsstelle Recht,  
Ruhrverband