



Location

ESMT Berlin



Tuition fee*

€3,800



Language

English



Duration

3 days

December 14 – 16, 2022



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

ESMT's Managing Sales program is designed to support sales leaders in reorganizing the sales organization in today's more and more digital environment. 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' challenges 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 new inspirations for your sales teams.

Who should attend the program?

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

Key topics

- Value creation in sales
- Solution selling
- Newly evolving roles in the sales function
- Bringing digital offerings to market and selling complex service solutions
- Sales analytics
- Artificial Intelligence in sales

Teaching methods

Interactive lectures

Business cases

Workshops

Value selling simulation

Managing Sales

Day 1

- Fundamentals of value selling
- Practicing value selling
- Guest speaker

Day 2

- Solution selling
- Bringing digital innovation to market
- Reorganizing the salesforce in the digital age
- How sales organizations and roles are changing

Day 3

- Introduction to sales analytics
- Understanding predictive analytics
- Artificial intelligence in sales

Key benefits

- ✔ Experiencing innovative approaches to customer-centric, value and solution selling
- ✔ Understanding the opportunities of technologies for sales
- ✔ Being exposed to new frameworks, research insights, and best-practice examples
- ✔ Learning the benefits of clearly defined roles and selling behaviors
- ✔ Exploring how to reorganize the sales organization
- ✔ Exchanging ideas with peers from different industries

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



Johannes Habel

Faculty

Johannes Habel

is a visiting professor at ESMT and an associate professor of marketing at the University of Houston, C.T. Bauer College of Business. His primary areas of interest are the digital transformation of the sales function as well as sales psychology. Before joining the University of Houston, Johannes was with the Warwick Business School and ESMT Berlin.

Contact

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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