



Certified Sales Master (CSM) TM

Today, everyone is selling something. How many of your employees delight and have the needed skills to retain existing clients and attract new ones? Is your sales team trained to be all they can be and to grow your business?

This program is designed to pass on knowledge and skills gained through years of experience working in the field. In this ever changing environment there are always new skills and ideas that would aid a salesperson with their meetings and communications with clients and customers.

Empower your Team Members to be the Best.
Enrich their working environment.
Create a Think Tank and Knowledge Share.
Improve your Customer Retention.
Retain the business that is Vital your company.
Greater Communication Greater Teamwork.



How is the International Institute of Leadership Studies Different?

Our Values

The IILS encourages leadership that empowers and elevates every individual. By focusing on programs that develop personal awareness through the mastery of emotional, moral, and social intelligence we change how leadership evolves worldwide. Today leaders must consider not only profitability, but also the sustainability of planet and people as well. We believe a balanced approach that takes advantage of modern globalization can achieve all three of these goals.

Our Network

By creating a global network of training partners who follow the IILS standards of excellence through a commitment to lifelong learning, we create a common curriculum that expands according to the input provided by our students, partners, members and educators. Our network directly contributes to our "global benchmark" that truly is international in nature and still relevant to the individual on a local level.

Our Community

The IILS was established as an organization of learning where great minds could contribute to the global evolution of education and development through an expanding membership base worldwide. We strive to expand the benefits to our community of organizations, professionals and educators. There are many ways to connect online via www.theglobalbenchmark.com

Online Learning Portals

An additional option is our online learning portals via our partnership with the Center for Leadership Certification (CLC) TM that can include exams, videos and other valuable resource materials that you provide or we create for you.



LEARNING OPTIONS



OPTION 1 - Classroom

Five [5] days. This offers the option of supported learning by a facilitator and interactive group discussions, allowing for a cross-pollination of ideas and concepts. There is an online exam after the course; normally about a week after the classroom experience.

OPTION 2 - E-Learning

This offers candidates the freedom to complete the course through the online portal as each candidate can learn, study and take exams at their own pace. It is one module of an e-learning program, taking the candidates through the material with occasional voice-over and video clips. The candidates are free to explore the e-learning module as many times as they wish. They can also download the e-book as a study tool. The candidates are free to take the online exam at any time.

The International Institute of Leadership Studies offers a range of certifications for governmental organizations, business professionals, academics and those in the non-profit sector. These programs are available via in-house lectures as well as online self-study through our virtual campus provided by our partner, the Center for Leadership Certification™. Certification is met through online exams.

For more information visit:

www.theiils.com

Or email us at:

learnmore@theiils.com



For online exams visit:

www.clc-campus.com

Course Content

INTRODUCTION & OBJECTIVES

ATTITUDE

COMMUNICATION

- COMMUNICATION MODEL
- LISTENING SKILLS

CONSULTATIVE SELLING

PRODUCT KNOWLEDGE; FEATURES & BENEFITS

HANDLING OBJECTIONS

PRESENTATION & CLOSING

FOLLOW-UP

SALES PROCESSES AND SALES RESULTS

SALES PRODUCTIVITY MANAGEMENT

- SALES PRODUCTIVITY CUBE
- BACKWARD PLANNING

MAJOR/KEY ACCOUNT DEVELOPMENT & MANAGEMENT

BUYING INFLUENCES AND THE DMP

PLANNING AND TERRITORY MANAGEMENT

ACTIVITY MANAGEMENT & GOAL SETTING

10 FUNDAMENTAL BUILDING BLOCKS

*More detailed descriptions of the above are available

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