

WE HELP TO SAVE YOUR MONEY FOR YOUR FUTURE
"SKILLS FOR SMILE" FREE EDUCATION PROJECT
OF KDC ACADEMY OF MANAGEMENT

DIPLOMA IN STRATEGIC SALES MANAGEMENT

(FAST TRACK ONLINE DIPLOMA)



12 Days/48 Hours/Rs. ~~32,000.00~~

**Advanced Certificate in
Strategic Sales Management**



12 Days/36 Hours/Rs. ~~24,000.00~~

**Certificate in Strategic
Sales Management**

06 Days/18 Hours/Rs. ~~12,000.00~~

**Don't Pay
Study FREE**

**Save Your Money
Rs. 68,000.00
For Your Future**



"Skills For Smile" is a national level **FREE EDUCATION** project with the objective of supporting and uplifting students with required skills to find jobs in corporate sector. Under This project **KDC Academy of Management** will offer you the complete qualification **FREE OF COST** including the certificate of course completion.

**Complete the qualification fast with KDC
Academy of Management and earn using the
knowledge you gathered**

**Starting from
13th June (Sunday) 2.00PM
Reserve Your Seat**

Register:

www.makcgroup.com/kdc-training

Tharushi | 0706448866

Senal | 0704428866

Samadhi | 0705228866

email: kdc@makcgroup.com



www.kdcaom.com

DIPLOMA IN STRATEGIC SALES MANAGEMENT

COURSE SYLLABUS OUTLINE

12 Days/48 Hours



- Strategic Sales Management - Planning & Budgeting
- Sales & Marketing Audit Framework
- Strategic Marketing Management & Planning
- Strategic Brand Management
- Research in Sales Management
- Business Mathematics & Ratio Analysis
- Business Law

Advanced Certificate in Strategic Sales Management

12 Days/36 Hours



- Strategic Role of Sales Management Function in Business
- Planning the Sales Team Structure and Organizing Resources
- Personal Selling Strategies (Product & Service Market)
- Leadership & Motivation
- Market Segmentation, Targeting & Positioning
- Marketing Mix Model in Sales Management
- Advertising & Merchandizing
- Digital Selling

Certificate in Strategic Sales Management

06 Days/18 Hours



- Introduction to Sales Management
- Sales Management Vs Marketing Management
- Fundamentals in Personal Selling Strategies
- Understanding the Consumer and Business Market Behavior
- Customer Service Excellence
- Sales Presentation Skills.

Certificate of Course Completion

Examination & Evaluation

Online Examination
Project Report
Viva Presentation
80% Attendance

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