

Becoming a sales manager certification course

Practical course - 9d - 63h00 - Ref. KME

Le manager commercial fédère son équipe autour des enjeux stratégiques de l'entreprise, conçoit et met en place le déploiement opérationnel de la stratégie commerciale. Il dynamise et accompagne ses collaborateurs dans la réalisation des objectifs qui leur sont fixés. Très concret et basé sur des exercices pratiques, ce parcours vous permettra d'acquérir les réflexes essentiels pour apprendre les fondamentaux du métier de manager commercial.

Teaching objectives

At the end of the training, the participant will be able to:

- Monitor, evaluate and adapt your sales action plan
- Target the right contacts and organize your influence strategy
- Efficient visibility of selected indicators and target deviations
- Encourage your team to perform well and stick together

Intended audience

Les nouveaux managers commerciaux ou toutes les personnes souhaitant acquérir des techniques, méthodes et outils permettant de manager une équipe commerciale.

Prerequisites

Mastery of basic sales techniques.

Certification

This certification course is validated by a written exam in the form of a case study (see Ref. KXD).

PARTICIPANTS

Les nouveaux managers commerciaux ou toutes les personnes souhaitant acquérir des techniques, méthodes et outils permettant de manager une équipe commerciale.

PREREQUISITES

Mastery of basic sales techniques.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

Course contents

This course consists of the following modules :

Team management

Ref. MEQ - 2 days



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Become a sales manager certification

Ref. KXD - 0.5 day

Course schedule

1 Bâtir et piloter le plan d'action commerciale

- From marketing plan to sales action plan.
- Analysis and diagnosis.
- Define your target strategy.
- Decide on actions and build a sales action plan.
- Plan, launch and control actions.
- Know how to "sell" your sales action plan to your superiors and colleagues.

Hands-on work

Theoretical input and practical exercises.

2 Build your commercial influence strategy

- Use the media of influence communication.
- Understand the structure of lobbies and interest groups.
- Build a network of commercial relationships.
- Prepare and organize your influence strategy.

Hands-on work

Case studies adapted to the participants' context, sharing of experience and practices. Demonstration of digital tools.

3 Sales dashboards: driving performance

- Frame control and monitoring actions.
- Define relevant tools for effective dashboards.
- Create steering dashboards and provide visibility.
- Involve and coordinate sales team members.
- Support sales representatives based on the results obtained.

Hands-on work

Definition of performance indicators. Construction of steering tools and a sales reporting plan.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

4 Team management

- Identify your role as a team manager.
- Motivating management.
- Train to communicate as a team manager.
- Prepare for team leadership.
- Improve your meeting skills.
- Strengthen team cohesion.

Hands-on work

Filmed and debriefed scenarios. Public speaking techniques. Quizzes. Team-building exercises.

Dates and locations

REMOTE CLASS

2026: 30 Mar., 18 May, 14 Oct., 30 Nov.

PARIS LA DÉFENSE

2026: 30 Mar., 18 May, 14 Oct., 30 Nov.