



MASTERSTART



Delivered 100% online



4 – 6 learning hours per week



8 weeks

# Digital Sales Management

Sales today is digital, dynamic, and demands more. Buyers are more informed, more connected, and harder to impress. Traditional techniques? They're sold out.

This course shows you how to build modern, practical and sustainable strategies that deliver real results for your work and business. You'll learn to design smart sales funnels, collaborate seamlessly with marketing, and use the right tools to manage digital sales processes that actually convert and strengthen client relationships

## What will you learn?



### Sales strategy

Developing approaches to optimise sales processes and achieve revenue goals.



### Manage digital sales funnels

Organising digital sales processes to guide leads through each stage of the buyer's journey.



### Maximise customer conversion

Using strategies to turn potential customers into paying clients effectively.



### Influence and persuasion

The ability to sway others' opinions or actions through logical argument, emotional appeal, or personal charisma.



### Client centricity

Focusing on understanding and meeting the needs of clients, building strong relationships and delivering tailored solutions.



### Business continuity planning

Preparing for potential disruptions by developing plans to ensure the ongoing operation of essential functions during emergencies.

Contact Us



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Certificate of  
Competence

# Course outline

 6 collaborative learning sessions



## WEEK 1

### Orientation

Meet your Industry Expert, Learner Success Coach and other learners



## WEEK 2

### Module 1

#### Developing a customer-centric sales force

Learn to build stronger customer relationships using data and customer-focused strategies



## WEEK 3

### Module 2

#### The new digital reality

Explore how virtual selling, big data and digital journeys are reshaping sales



## WEEK 4

### Module 3

#### Empowering sales management and teams

Strengthen your leadership approach with digital strategies that boost team performance



## WEEK 5

### Module 4

#### Enhance and remodel the sales force, channel and sales structures

Adapt your sales structure and forecasting methods to meet changing business demands



## WEEK 6

### Module 5

#### Pivoting to a strategic mindset to leverage the sales function

Shift to a strategic sales mindset that drives growth through key account planning



## WEEK 7

### Module 6

#### Creating a sales strategy that works

Build a data-informed sales strategy aligned with customer and business goals



## WEEK 8

### Final assessment

Solutions Report

## Who is this course for?

This course is ideal for sales managers, team leaders and professionals responsible for overseeing sales performance, driving revenue growth and aligning sales with marketing strategies.

## The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

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