

DIPLOMA IN

Diploma in Strategic Sales Management

From lead generation to long-term relationships — master it all.



REGISTER NOW



10 Weeks



Weekend Classes



City Campus, IBA Karachi



PKR 175,000 + 3% SST

Outreach Partner



PROGRAM OVERVIEW

In Pakistan and the broader region, sales is built on relationships, trust, and long-term engagement. Sales leaders are required to manage complex channels, distributor networks, and relationship-driven markets, often under intense price and margin pressure across multiple sectors.

The Diploma in Strategic Sales Management is designed to help professionals move beyond day-to-day selling and develop the capability to lead sales teams, manage key accounts, and drive sustainable revenue growth. The program focuses on building disciplined sales processes and aligning sales strategy with marketing, operations, and finance.

PROGRAM COVERAGE

Key areas covered in the diploma include:

- Sales Strategy in Emerging and Relationship-Driven Markets
- Managing Distributor, Dealer, and Channel Networks
- B2B and Institutional Selling in Pakistan
- Customer Segmentation and Value Proposition Design
- Key Account and Relationship Management
- Negotiation, Pricing, and Margin Management
- Sales Team Leadership, Targets, and Incentives
- Forecasting, Pipeline Management, and Sales Controls

The program integrates local business practices, regional case discussions, and practical tools relevant to Pakistani organizations.



WHO SHOULD ATTEND

This program is particularly suited for:

- Sales managers and team leaders
- Business development and key account professionals
- Professionals managing distributor or dealer networks
- Entrepreneurs and SME owners driving revenue growth
- Managers preparing for broader commercial leadership roles

LEARNING OUTCOMES

Upon completion, participants will be able to:

- Design sales strategies suited to local and regional markets
- Lead sales teams with clarity, discipline, and accountability
- Manage key customer relationships strategically
- Improve forecasting, revenue predictability, and performance


CLASS TIMINGS

Saturday	02:00 PM – 09:00 PM
Sunday	10:00 AM – 5:15 PM





 diplomacee@iba.edu.pk

 (021) 38104701 (Ext: 1809, 1812, 1822)

 cee.iba.edu.pk


Main Campus

University Enclave, University Road,
Karachi - 75270 Pakistan
Phone : +92-(21) 3810-4700

City Campus

Plot # 68 & 88 Garden / Kayani
Shaheed Road, Karachi - 74400 Pakistan
Phone : +92-(21) 3810-4701

 www.iba.edu.pk

 +92 21 111 422 422

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