

**DIPLOMA IN**

# Strategic Sales Management

From Prospecting to Strategic Customer Partnerships — Master it All.

	<b>3 Months</b>
	<b>Weekend Classes</b>
	<b>City Campus, IBA Karachi</b>
	<b>PKR 175,000 + 3% SST</b>



**REGISTER NOW**



**IBA**

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

<b>Saturday</b>	02:00 PM – 09:00 PM
<b>Sunday</b>	10:00 AM – 5:15 PM





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## Main Campus

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