COURSE BROCHURE

Sales Management: Strategy, Teams & Performance

Business & Entrepreneurship / Sales Management

One-time full-course fee

INR 2,999

Access

12 months course access

Study plan

24 suggested study hours; 12 months access

Learning format

8 self-paced written English lessons with original worked examples, practical exercises, explained answers and a self-assessed capstone. The material is AI-authored with independent AI editorial checks. Optional automated Course Tutor assistance is available in the protected LMS.

Programme overview

Build a practical sales operating plan through customer segmentation, buyer-focused processes, targets and forecasts, contribution economics, territories and channels, key accounts, CRM, retention and team coaching. Eight original written lessons lead to a worked 90-day planning capstone. 8 self-paced written English lessons with original worked examples, practical exercises, explained answers and a self-assessed capstone. The material is AI-authored with independent AI editorial checks. Optional automated Course Tutor assistance is available in the protected LMS. Independent ZELVU sales-skills education. No live instructor classes, individual human marking, recorded lecture series, external professional certification, software licence, customer leads, employment or income guarantee is included. Practice uses supplied fictional business cases; software subscriptions and any real business implementation are separate. This is a standalone broad management course. The thirteen specialist courses in this collection deepen selected topics through separate original cases; each is sold separately and is not included in this purchase. Related concepts overlap, but the written lessons are distinct. Existing ZELVU Business implementation programmes are separate products.

Who this is for

1. Beginners, sales professionals, team leaders and business learners who can read English and perform basic percentage calculations. No prior management role or paid software is required.
2. Use supplied fictional records for practice and keep real customer or confidential business information out of exercises.

Published topics and learning focus

1. Sales strategy, segmentation and customer value
2. Designing a sales process around buyer progress
3. Sales targets, capacity and forecasting
4. Sales budgets, margin and responsible incentives
5. Territories, channels and key-account priorities
6. CRM discipline, customer retention and handoffs
7. Hiring, onboarding and coaching a sales team
8. Capstone: build and defend a 90-day sales plan

Before you choose

1. These are published programme highlights, not certification of complete syllabus coverage. Review the available reading index and programme trial before enrolling.
2. ZELVU provides learning support. It does not award the underlying degree, professional registration or an examination result.
3. Current checkout terms and refund policy apply. Payment and access require successful provider verification.

Take the next step

Explore the programme trial

View current details, scope and terms

Ask ZELVU about this programme

Save this brochure for reference. Details can change: confirm the current programme page and checkout before making a purchase.