

Postgraduate Diploma

Sales Campaigns Development



Postgraduate Diploma Sales Campaigns Development

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Target Group: Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar areas.

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-sales-campaigns-development

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01 Welcome

Designing a good product launch campaign is of vital importance to achieve the commercial objectives set by the company. If the strategy and methodology used are not adequate, the profitability of the business will end up being zero. For this reason, it is essential that those responsible for these areas acquire a higher level of qualification to enable them to design and implement the most effective marketing plans. With this program, students will develop their skills in the area of planning and designing successful sales campaigns, and will give their company the boost it needs to be among the most in-demand in their sector.



Postgraduate Diploma in Sales Campaigns Development
TECH Technological University



“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

executives trained each year

200+

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04

Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*Choosing the right sales channels
will help the company grow”*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Sales Campaigns Development will train you to:

01

Develop, lead and execute more effective, customer-focused sales strategies that offer personalized value propositions

02

Develop strategies to lead organizations and sales teams in times of change

03

Establish the most appropriate programs to select, train, incentivize, control, and develop the sales force





04

Formulate and implement commercial policies as growth strategies that adapt the company to changes in the national and international environment

05

Develop the essential skills to manage the organizations commercial activity strategically

06

Choose the appropriate communication channels and media, in accordance with the brand and business positioning

05

Structure and Content

The Postgraduate Diploma in Sales Campaigns Development is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success in the management of sales campaigns



“

*Planning a successful sales campaign
requires hard work to understand the
market's interests and needs"*

Syllabus

The Postgraduate Diploma in Sales Campaigns Development at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of planning and developing successful sales campaigns. Over the course of 375 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations

This Postgraduate Diploma deals in depth with the techniques and intricacies of commercial management together with the vision of marketing and branding. It is designed to train managers who understand sales campaign creation from a strategic, international and innovative perspective

A plan designed for professionals, focused on improving their career and preparing them to achieve excellence in the field of sales and commerce. A program that understands both your and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

- Module 1.** Sales Campaign Planning
- Module 2.** Commercial and Sales Team Organization
- Module 3.** Selection, Training and *Coaching* in Sales Networks
- Module 4.** Commercial Activity Process



Where, when, and how it is taught

TECH offers you the possibility of taking this program completely online. During the 6 months of training, you will be able to access all the contents of this program at any time, which will allow you to self-manage your study time

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Sales Campaign Planning

1.1. Customer Portfolio Analysis

- 1.1.1. Customer Planning
- 1.1.2. Customer Classification

1.2. Commercial Segmentation

- 1.2.1. Analysis of Distribution Channels, Sales Areas and Products
- 1.2.2. Preparing Commercial Areas
- 1.2.3. Implementing the Visiting Plan

1.3. Selecting Target Customers (CRM)

- 1.3.1. Designing an e-CRM
- 1.3.2. Implications and Limitations of the Personal Data Protection Law
- 1.3.3. Orientation towards the Consumer
- 1.3.4. 1 to 1 Planning

1.4. Key Account Management

- 1.4.1. Identifying Key Accounts
- 1.4.2. Benefits and Risks of the *Key Account Manager*
- 1.4.3. Sales and *Key Account Management*
- 1.4.4. KAM Strategic Action Phases

1.5. Sales Projections

- 1.5.1. Business Forecast and Sales Forecast
- 1.5.2. Sales Forecasting Methods
- 1.5.3. Practical Applications of Sales Forecasting

1.6. Setting Sales Objectives

- 1.6.1. Coherence of Corporate, Commercial and Sales Objectives
- 1.6.2. Programming Objectives and Detailed Budgets
- 1.6.3. Distributing Objectives by Business Activity Units
- 1.6.4. Sales and Participation Objectives

1.7. Sales Quota and Setting the Sales Quota

- 1.7.1. Activity Quotas
- 1.7.2. Volume and Profitability Quotas
- 1.7.3. Participation Quotas
- 1.7.4. Economic and Financial Quotas
- 1.7.5. Seasonality and Quotas

1.8. Contingency Plan

- 1.8.1. Information Systems and Sales Control
- 1.8.2. Control Panels
- 1.8.3. Corrective Measures and Contingency Plans

Module 2. Commercial and Sales Team Organization

2.1. Commercial Organization

- 2.1.1. Introduction to Commercial Organization
- 2.1.2. Typical Commercial Structures
- 2.1.3. Delegations Organization
- 2.1.4. Developing Commercial Organizational Models

2.2. Sales Network Organization

- 2.2.1. Department Organization Chart
- 2.2.2. Designing Sales Networks
- 2.2.3. Multichannel Reality

2.3. Internal Market Analysis

- 2.3.1. Service Chain Definition
- 2.3.2. Quality of Service Analysis
- 2.3.3. Product *Benchmarking*
- 2.3.4. Key Business Success Factors

2.4. Sales Strategy

- 2.4.1. Sales Methods
- 2.4.2. Acquisition Strategies
- 2.4.3. Service Strategies

2.5. *Go-To-Market Strategy*

- 2.5.1. *Channel Management*
- 2.5.2. Competitive Advantage
- 2.5.3. Sales Force

2.6. Controlling Commercial Activity

- 2.6.1. Main Ratios and Control Methods
- 2.6.2. Supervision Tools
- 2.6.3. *Balanced Scorecard* Methodology

2.7. After-Sales Service Organization

- 2.7.1. After-Sales Actions
- 2.7.2. Relationships with the Customer
- 2.7.3. Self-Analysis and Improvement

2.8. Commercial Audit

- 2.8.1. Possible Lines of Intervention
- 2.8.2. *Express Commercial Audit*
- 2.8.3. Strategic Team Assessment
- 2.8.4. Marketing Policy Assessment

Module 3. Selection, Training and Coaching in Sales Networks
3.1. Managing Human Capital

- 3.1.1. Intellectual Capital. The Intangible Asset of Knowledge
- 3.1.2. *Talent Acquisition*
- 3.1.3. Preventing the Loss of Human Resources

3.2. Selecting Sales Teams

- 3.2.1. Recruitment Actions
- 3.2.2. Salesperson Profiles
- 3.2.3. Interview
- 3.2.4. Welcome Plan

3.3. Training High-Level Salespeople

- 3.3.1. Training Plan
- 3.3.2. Salesperson Characteristics and Duties
- 3.3.3. Training and Managing High-Performing Teams

3.4. Training Management

- 3.4.1. Learning Theories
- 3.4.2. Talent Detection and Retention
- 3.4.3. Gamification and Talent Management
- 3.4.4. Training and Professional Obsolescence

3.5. Personal Coaching and Emotional Intelligence

- 3.5.1. Emotional Intelligence Applied to Sales Techniques
- 3.5.2. Assertiveness, Empathy, and Active Listening
- 3.5.3. Self-Esteem and Emotional Language
- 3.5.4. Multiple intelligences

3.6. Motivation

- 3.6.1. The Nature of Motivation
- 3.6.2. Expectations Theory
- 3.6.3. Needs Theory
- 3.6.4. Motivation and Financial Compensation

3.7. Compensation of Sales Networks

- 3.7.1. Compensation Systems
- 3.7.2. Incentive and Compensation Systems
- 3.7.3. Distribution of Salary Concepts

3.8. Compensation and Non-Economic Benefits

- 3.8.1. Quality of Life in the Workplace Programs
- 3.8.2. Expansion and Enrichment of the Job
- 3.8.3. Flexible Schedules and Job Sharing

Module 4. Commercial Activity Process
4.1. Development of the Sales Process

- 4.1.1. Methodology in the Sales Process
- 4.1.2. Attracting Attention and Argumentation
- 4.1.3. Objections and Demonstration

4.2. Preparing the Commercial Visit

- 4.2.1. Studying the Customers File
- 4.2.2. Setting Customer Sales Targets
- 4.2.3. Preparing the Interview

4.3. Conducting the Commercial Visit

- 4.3.1. Customer Presentation
- 4.3.2. Determining Needs
- 4.3.3. Argumentation

4.4. Psychology and Sales Techniques

- 4.4.1. Notions of Psychology Applied to Sales
- 4.4.2. Techniques to Improve Verbal and Non-Verbal Communication
- 4.4.3. Factors that Influence Consumer Behavior

4.5. Negotiation and Closing the Sale

- 4.5.1. Negotiation Phases
- 4.5.2. Negotiation Tactics
- 4.5.3. Closing and Customer Commitment
- 4.5.4. Commercial Visit Analysis

4.6. The Loyalty Process

- 4.6.1. In-depth Knowledge of the Client
- 4.6.2. The Commercial Process to be Carried Out with Customers/Clients
- 4.6.3. The Value that the Customer Has for the Company

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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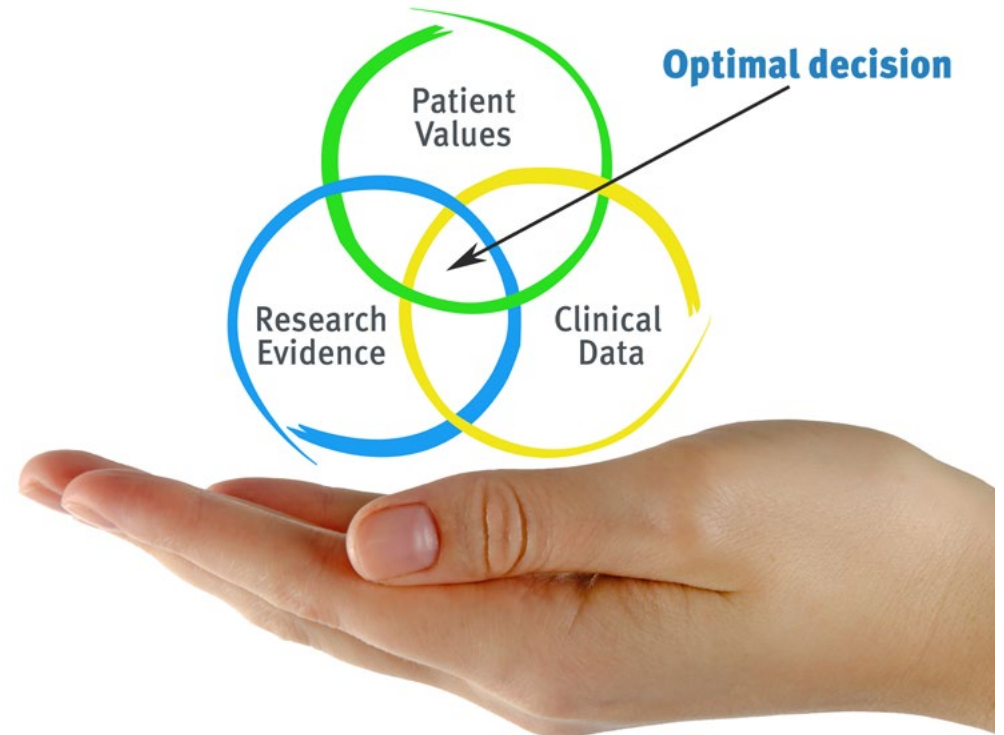
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



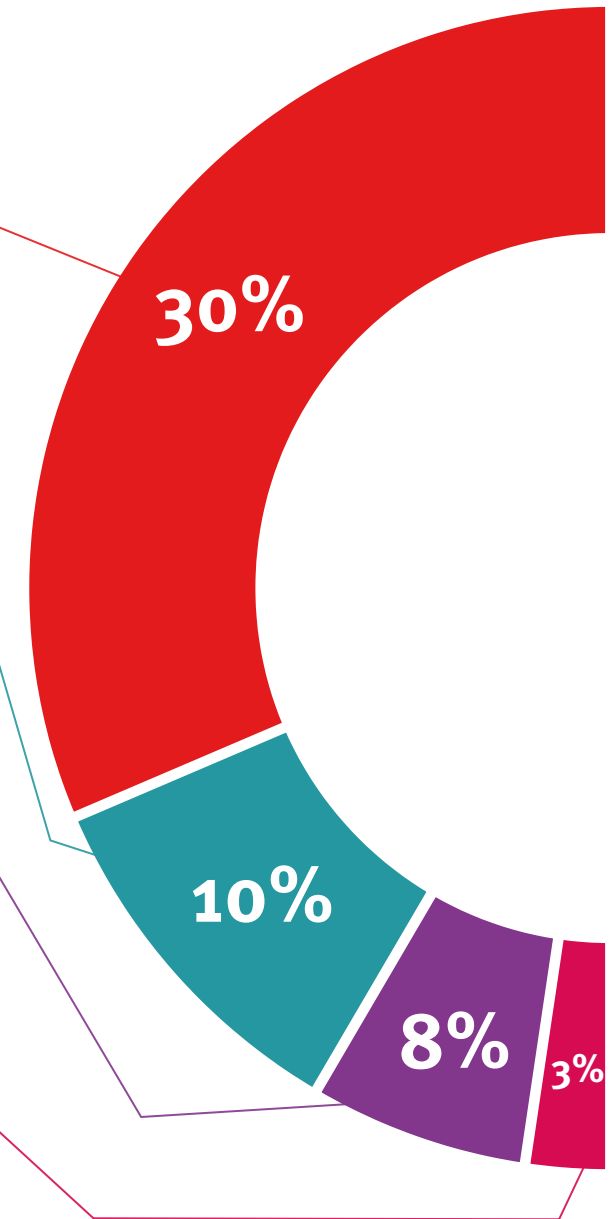
Management Skills Exercises

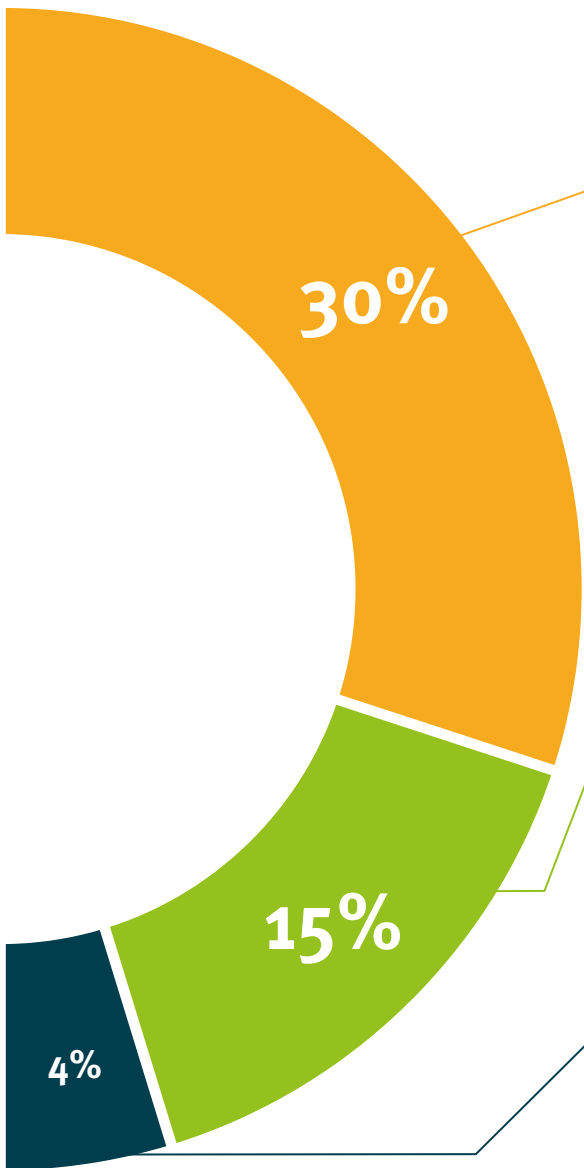
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

The Postgraduate Diploma in Sales Campaigns Development is a program aimed at professionals related to commerce and sales who want to update their knowledge, discover new ways to manage sales plans and advance in their professional careers





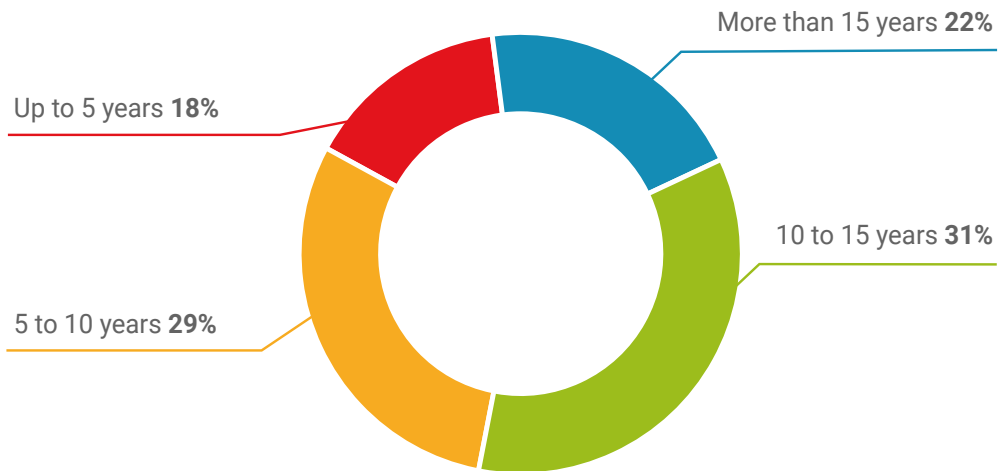
“

If you have experience in the commercial sector and are looking to improve the sales channels of your business, don't miss the opportunity to study this program”

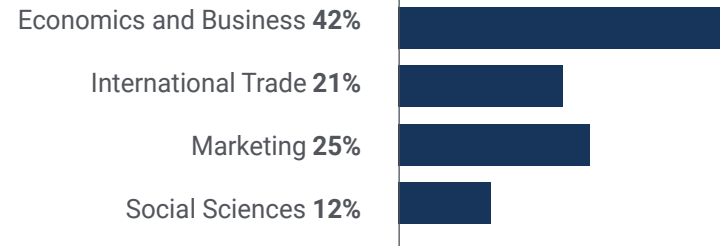
Average Age

Between **35** and **45** years old

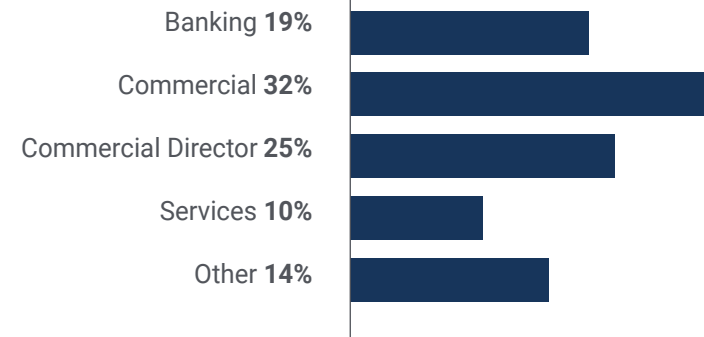
Years of Experience



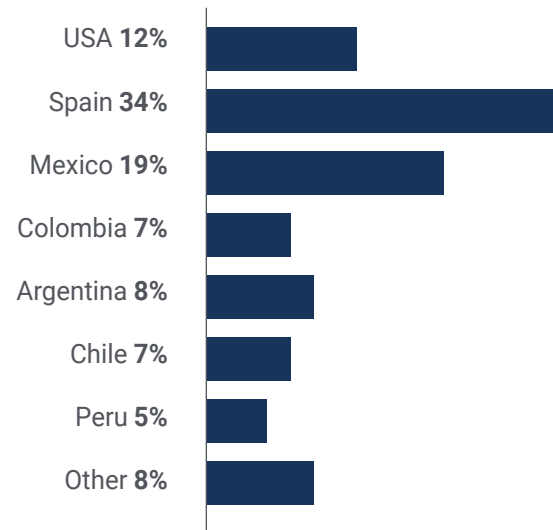
Training



Academic Profile



Geographical Distribution



Sara María Urquiza

Sales Manager

"One of the main tasks I carry out in the sales department of my company is the research and development of new campaigns and marketing channels. That is why I have always been interested in specializing in this field. Undoubtedly, this degree has been the opportunity I was looking for to acquire all that fundamental knowledge for my profession, which I now apply to my daily work with total confidence"

08

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment

The ultimate goal of this great effort should be to achieve professional growth





“

*Successfully pass this qualification
and be more effective in sales
campaign design”*

Are you ready to take the leap? Excellent professional development awaits you.

The Postgraduate Diploma in Sales Campaigns Development at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of planning and developing successful sales campaigns. The main objective is to promote your personal and professional growth, helping you achieve success

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you

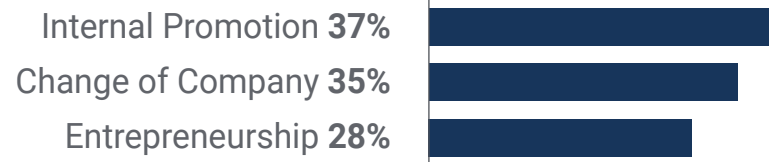
70% of the participants of the Postgraduate Diploma in Sales Campaigns Development achieve a positive change in their career in less than 2 years.

40% of the offers received by our students are from networking.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students.



09

Benefits for Your Company

The Postgraduate Diploma in Sales Campaigns Development helps to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers



“

TECH will help you to learn the main tools to handle yourself with ease in the creation of sales campaigns”

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

You will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

10 Certificate

This Postgraduate Diploma in Sales Campaigns Development guarantees you, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma issued by TECH Technological University



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in Sales Campaigns Development** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Sales Campaigns Development**

Official N° of Hours: **375 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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