

**THE INSTITUTE OF SALES AND MARKETING MANAGEMENT OF NIGERIA (ISMMN)**

**YEAR 2020 TRAINING PROGRAMMES AND SCHEDULE ACTIVITIES**

s/n	MONTH	DATE	COURSE TITLE	TARGET AUDIENCE	DURATION
1	January		Registration of participants/ council meetings		
2	February		Inauguration of Council		
3	March	5 <sup>th</sup> – 6 <sup>th</sup>	Personal Development in Sales (Basic class)	Business Executives, client service officers, NYSC Receptionist, Hotel managers, Insurance executives, salesmen Marketers, sales canvassers customers service representative, Human resources and Admin, customer relation officers, Account Officers , General managers, Bank manager,	2 days
			Managing customer service		
4	APRIL	22 <sup>nd</sup> -23 <sup>rd</sup>	Maximizing sales opportunities	Chief Executives Officers, Group Head, PRO, Technical Managers Sales Mangers, technicians, Personnel managers, Dept Heads client Service Managers, NGos	2 days
			Personal development in sales (Master class)		
5	MAY	26 <sup>th</sup> -27 <sup>th</sup>	Think Smart, sells Smart	Sales Managers, Coordinators Insurance executives, BDMS, Customer Relationship Officers, Business, Sales Supervisors, Bank Managers, Business Managers, HOD Sales unit, Corporate Personnel's.	2days
			Sales Leadership/ Strategy		

6	JUNE	24 <sup>th</sup> -25 <sup>th</sup>	Digital Sales Delivery Strategy	IT personnel's, Secretaries, Personal Assistants, Area Managers, Bus. Executives, Ticketing executives, Supervisors.	<b>2 days</b>
			Handling objections and customer management	Sales executives, BDM Sale canvassers , insurance Head Officers, Microfinance executives, Corporate personnel's, unit Heads	
7	JULY	14 <sup>th</sup> -15 <sup>th</sup>	Sales Management technique and efficiency at work	Branch Managers, Regional Salesmen, Sales managers, client service officer, Marketing HOD, Sales managers, Business Development manager, Corporate personnel's ,Sales executives, Relationship manager,	2 day s
			Risk factors and Management Audit.	Account managers, Auditors Supervisors, Financial Controllers, cashiers.	
8	AUGUST	12 <sup>th</sup> -13 <sup>th</sup>	Emotional Intelligence	Business operators, Customer Relationship managers, Branch Head, Unit Head, CEO	2 days
			Stress/ Anger Management Dealing with Difficult people in the work place.	Supervisors, Technical Officers, Field sales executives, Clients service officers, Account officers, Line managers, Executive officers, Customer, Relationship managers.	
9	SEPTEMBER	10 <sup>th</sup>	Conflict Resolution	Department heads, General managers Customer relationship manager, Service executives, Senior managers.	1 day
10	OCTOBER	15 <sup>th</sup>	National Conference and Induction of New Members.	Old and new members etc	1 day
11	NOVEMBER	26 <sup>th</sup>	Management Committee workshop	Governing council etc	1 day

## YEAR 2020 QUARTERLY PROGRAMMES

### **1<sup>st</sup> Quarter**

January, February, March (Developing major Accounts)

### **2<sup>nd</sup> Quarter**

April, May, June (Merchandizing)

### **3<sup>rd</sup> Quarter**

July, August, September (Consolidation)

#### **NOTE BELOW:**

1. Personal Selling Skills
2. Developing Major Accounts
3. Relationship Management
4. Profitability Negotiation
5. Merchandising
6. Consolidation