

Executive Development Program

Sales Campaign Planning





Executive Development Program Sales Campaign Planning

- » Modality: online
- » Duration: 4 months
- » Certificate: TECH Global University
- » Accreditation: 10 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: Graduates and professionals with demonstrable experience in commercial areas, sales, marketing and similar areas

Website: www.techtitude.com/us/school-of-business/executive-development-program/sales-campaign-planning

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Study Methodology

p. 24

07

Our Students' Profile

p. 34

08

Course Management

p. 38

09

Impact on Your Career

p. 42

10

Certificate

p. 46

01 Welcome

In times of constant change, such as those we are currently experiencing, it is essential to learn how to develop strategies to lead organizations and sales teams, promoting the growth of our company. Through this intensive program, you will update your knowledge in the field under the guidance of distinguished experts.

Its main objective is to foster your personal and professional growth, helping you achieve success. If you seek to surpass yourself, attain a positive professional transformation, and connect with the best, this is the right place for you.



Executive Development Program in Sales Campaign Planning
TECH Global University

“

The figure of the strict, inflexible, and authoritarian executive has become obsolete. A new profile has emerged—one that is much more in line with current trends and stands out for being technologically savvy, practicing active listening with employees, and being self-critical of their own 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 center for intensive managerial skills education.



“

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 balances 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.

+100000

executives prepared 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 ground-breaking 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 analyses in academia"

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

We give you the opportunity to study 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 will be equipped to make global decisions with an innovative perspective and an international vision.



“

International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”

TECH makes the goals of their students their own goals too
Working together to achieve them

The Executive Development Program in Sales Campaign Planning will enable you to:

01

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

02

Design strategies to support decision-making processes in complex and unstable environments, assessing their impact on the company

03

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





04

Establish the most appropriate programs for selecting, training, motivating, monitoring, and developing the sales force

05

Develop the essential competencies to strategically manage the organization's commercial activity

06

Enhance the ability to identify, analyze, and solve problems

05

Structure and Content

The Executive Development Program in Sales Campaign Planning at TECH Global University is a personalized program delivered in a 100% online format, allowing you to choose the time and place that best fit your availability, schedule, and interests.

This program develops over 4 months and aims to provide a unique and stimulating experience, laying the foundation for your success as a Financial Director in public institutions, corporate finance management, investment projects, and more.



“

What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this, trust us...”

Syllabus

The Executive Development Program in Sales Campaign Planning at TECH Global University is a personalized program delivered in a 100% online format, allowing you to choose the time and place that best suit your availability, schedule, and interests.

This program is developed over 4 months is designed to be a unique and stimulating experience that lays the foundation for your success as a logistics executive.

The program content is designed to foster the development of managerial skills that enable decision-making with greater precision in uncertain environments.

Over the course of 250 hours of training, students analyze numerous practical cases through individual and group work. It is, therefore, a true immersion in real business situations.

The content of the Executive Development Program in Sales Campaign Planning is designed to promote the development of managerial competencies that enable more rigorous decision-making in uncertain environments.

This program delves deeply into all operational areas of the company and is designed to train executives who understand logistics management vfrom a strategic, international, and innovative perspective.

A plan designed for you, focused on your professional growth, and preparing you to achieve excellence in the field of commercial management.

A program that understands both yours 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 program takes place over 4 months and is divided into three large modules:

Module 1

Commercial Analysis and Segmentation

Module 2

Clients and Key Accounts

Module 3

Sales Forecasting and Objectives



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 4 months of specialization, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Commercial Analysis and Segmentation

1.1. Client Portfolio Analysis

- 1.1.1. Client Planning
- 1.1.2. Client Classification

1.2. Commercial Segmentation

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

Module 2. Clients and Key Accounts

2.1. Selection of Target Clients (CRM)

- 2.1.1. Designing an e-CRM
- 2.1.2. Consumer Orientation
- 2.1.3. One-to-One Planning

2.2. Key Account Management

- 2.2.1. Identification of Key Accounts
- 2.2.2. Benefits and Risks of the Key Account Manager
- 2.2.3. Sales and Key Account Management
- 2.2.4. Phases of the Strategic Action of the KAM

Module 3. Sales Forecasting and Objectives

3.1. Sales Forecasting

- 3.1.1. Business Forecasting and Sales Forecasting
- 3.1.2. Sales Forecasting Methods
- 3.1.3. Practical Applications of Sales Forecasting

3.2. Setting Sales Objectives

- 3.2.1. Consistency Between Business, Commercial, and Sales Objectives
- 3.2.2. Scheduling of Objectives and Detailed Budgets
- 3.2.3. Distribution of Objectives by Commercial Activity Units
- 3.2.4. Sales and Market Share Objectives

3.3. Sales Quotas and Their Establishment

- 3.3.1. Activity Quotas
- 3.3.2. Volume and Profitability Quotas
- 3.3.3. Market Share Quotas
- 3.3.4. Economic and Financial Quotas
- 3.3.5. Seasonality and Quotas

3.4. Contingency Plan

- 3.4.1. Sales Information and Control Systems
- 3.4.2. Dashboards
- 3.4.3. Corrective Measures and Contingency Plans



06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

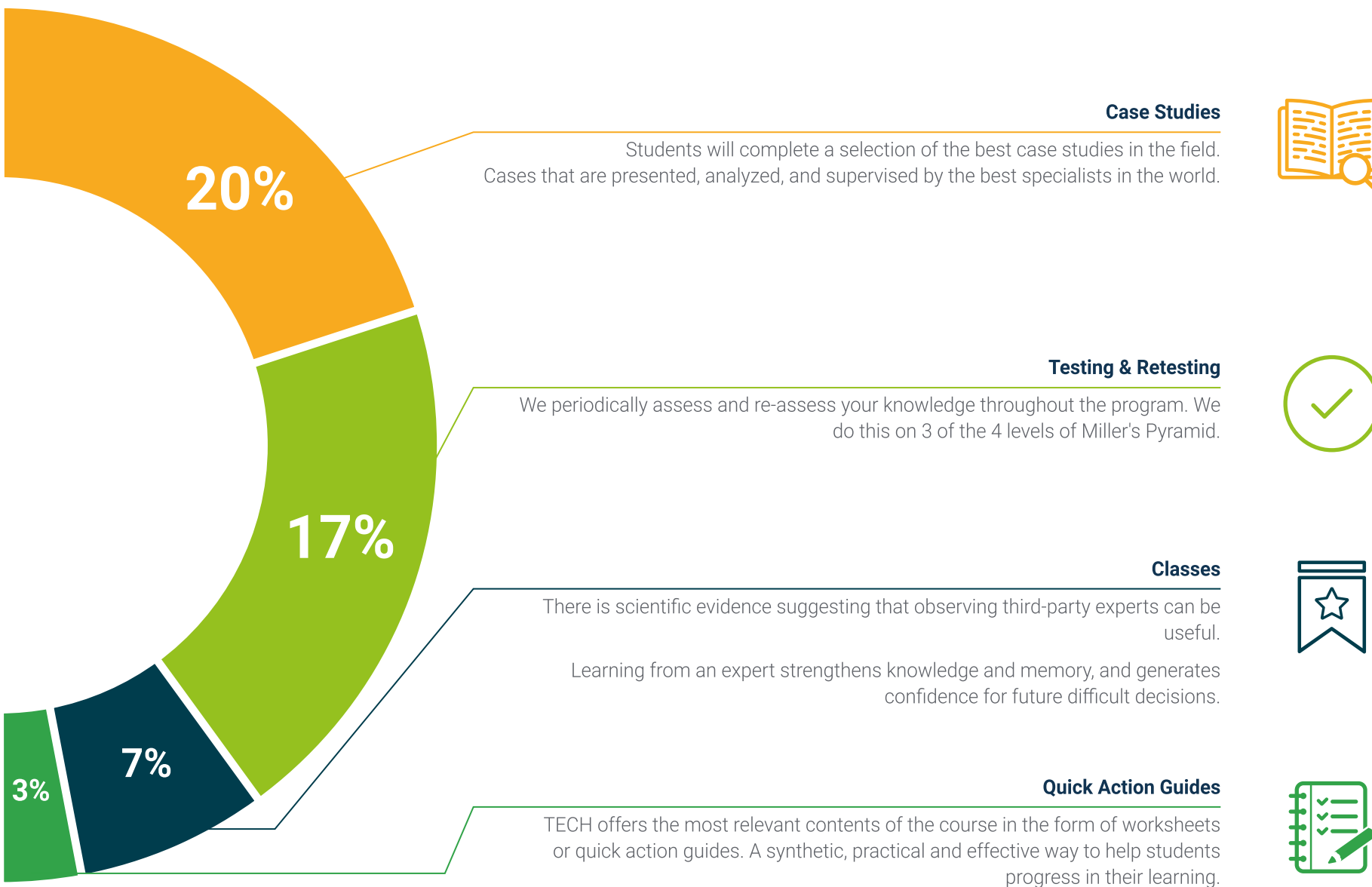
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





07

Our Students' Profile

Our Executive Development Program in Sales Campaign Planning is designed for professionals in the commercial field who wish to update their knowledge, discover new sales approaches, understand the market, develop techniques to foster customer loyalty, lead sales teams, and advance their professional careers.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



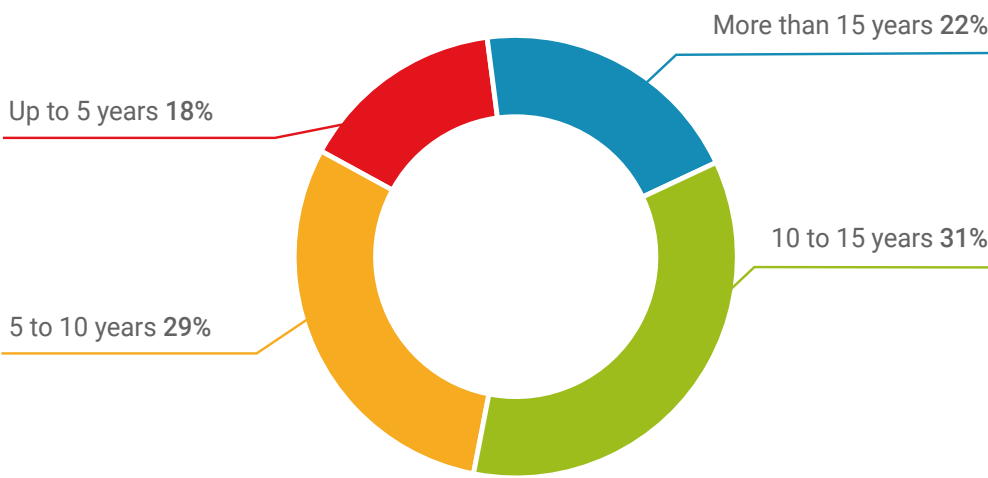
“

This program will allow you to continue studying while continuing with the rest of your daily obligations”

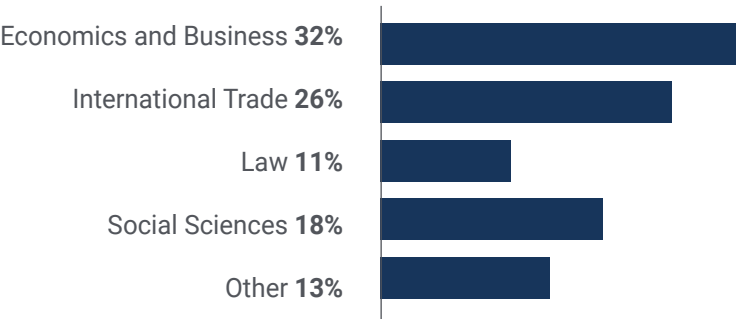
Average Age

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

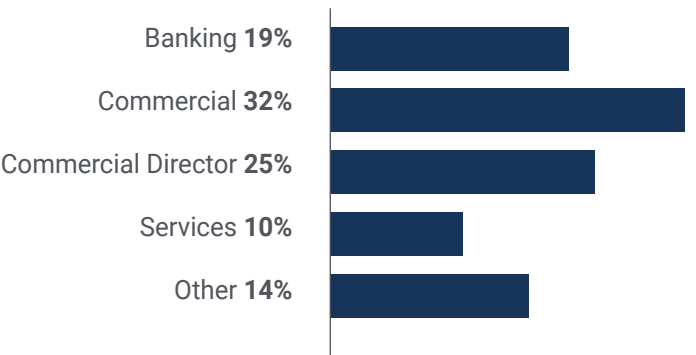
Years of Experience



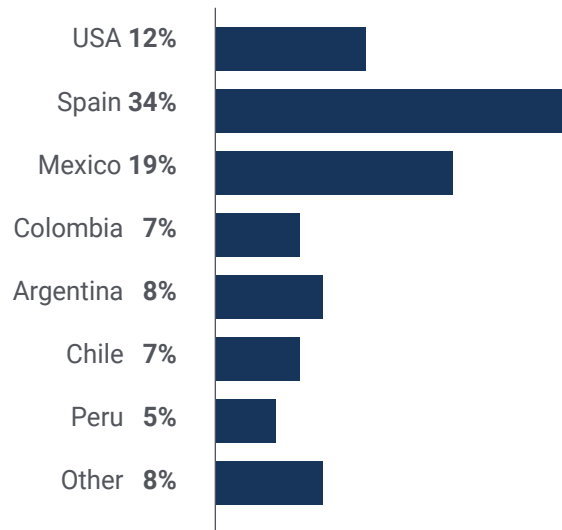
Training



Academic Profile



Geographical Distribution



Sara María Urquiza

International Business Director

"For me, coming from the commercial field, this program has been a great revelation, as I came to understand that Commercial Management and Marketing must go hand in hand. Customer orientation, the guiding principle of the program, is not possible without this integration. It has provided me with valuable tools to carry out my work in commercial management and has given me a clear objective: to foster this integration within my company. On a personal level, the atmosphere created by the faculty, the program management, and, of course, my classmates, has been exceptional"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who bring their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

Our teaching staff, experts in Project Management, will help you achieve success in your profession”

Management



Mr. Oliver, Rafael

- Degree in Economics and Business Administration
- Degree in Operations Research and Master's Degree in Marketing and Sales; he has developed his professional activity in Hewlett-Packard, ITI - Instituto Tecnológico de Informática, Kumori Systems, and TDC - Taller De Clientes
- He has extensive experience as a teacher, having taught more than one hundred courses in companies, professional associations, and training institutions, in which he has participated as a professor in several master's degrees



09

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.

And, for this, we put all our tools at your fingertips so that you can acquire the training you need.



“

We want to help you achieve the professional change you are looking for and, to that end, we offer you a quality program at the best price”

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

The Executive Development Program in Sales Campaign Planning at TECH is an intensive program that prepares you to face the challenges and business decisions within the commercial field. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

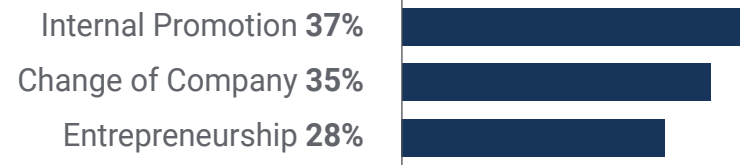
This TECH program covers the latest developments in the sector so that you can acquire the specialization you need in a short period of time.

Study with us and achieve the academic and professional excellence you desire.

When the change occurs



Exchange Rate



Salary increase

This program represents a salary increase of more than **25,22%** for our students.



10 Certificate

The Executive Development Program in Sales Campaign Planning guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Development Program issued by TECH Global University.



“

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

This private qualification will allow you to obtain a diploma for the **Executive Development Program in Sales Campaign Planning** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Development Program in Sales Campaign Planning**

Modality: **online**

Duration: **4 months**

Accreditation: **10 ECTS**





Executive Development Program Sales Campaign Planning

- » Modality: online
- » Duration: 4 months
- » Certificate: TECH Global University
- » Accreditation: 10 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Development Program

Sales Campaign Planning

