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**JOHANNESBURG:  
DURBAN:**

**MILPARK**  
BUSINESS SCHOOL



## SHORT COURSE: SALES MANAGEMENT

### DESCRIPTION

The Short Course in Sales Management is designed to provide delegates with the critical skills and knowledge in sales management. The course concentrates on the development of sound knowledge, understanding and application of concepts in sales management within the versatile contemporary business environment.

### ADMISSION REQUIREMENTS

Open enrolment

Literacy at NQF Level 3 or equivalent is recommended.

### CERTIFICATION

Upon successful completion of the study programme and internal assessments, candidates will be awarded the Short Course Certificate in Sales Management by Milpark Business School.

### EXIT LEVEL OUTCOMES

On completion of this course, the qualifying candidate will be able to:

- Understand the role of sales management and how this function interfaces with other functions in any organisation;
- Demonstrate an understanding of the sales process and apply same to various types of sales environments;
- Plan, develop and execute a sales presentation;
- Analyse issues from practical cases in sales management and recommend plausible business solutions;
- Understand sales management planning;
- Apply basic forecasting and budgeting techniques in sales management;
- Develop an appropriate compensation system for a sales force;
- Evaluate the performance of a sales force;

- Lead, motivate and supervise the sales force;

## **ASSESSMENT**

An integrated approach to assessment is applied. This includes individual and group formative assessments as well as an individual summative assessment. The practical nature of the course is emphasised in all assessments.

## **DURATION**

This is a part time course over 40 hours

## **FURTHER STUDIES**

Students who have successfully completed this short course certificate may articulate onto other short courses. Depending on the student's academic background, other Milpark Business School whole qualifications may also be available to the student.

## **ABOUT THE BUSINESS SCHOOL**

Milpark Business School offers a range of higher education qualifications, accredited by the Higher Education Quality Committee (HEQC) of the Council on Higher Education (CHE). Milpark Business School offers distance learning and contact learning, as well as supporting workshops. The qualifications range from a variety of certificate, diploma, undergraduate degrees and the MBA.

## **PRICING**

The fees include prescribed textbooks, comprehensive student guides and one cycle of internal assessments.

Please contact Milpark Business School Sales Department for more details.

## **DISCLAIMER**

The content of this brochure, accurate at time of going to print, is subject to change without notification because of legislation, market requirements or any other reason. Milpark Business School reserves the right to change the programme content without notice.

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