



iUniversity
BY IYDA

Executive Certificate in Strategic Sales Leadership & Revenue Management

iUniversity by IYDA

Duration	5 Months
Learning Hours	200 Hours
Mode	Online / Offline / Hybrid
Eligibility	Graduate / Final Year Students / Working Professionals
Level	Beginners to Advanced
Certification	Executive Certificate from iUniversity by IYDA

Module 1: Strategic Sales Management

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 2: Sales Leadership and Team Development

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 3: Consumer Behaviour and Buying Psychology

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 4: Revenue Growth Strategies

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 5: Sales Forecasting and Pipeline Management

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 6: Consultative and Solution Selling

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 7: Negotiation and Closing Excellence

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 8: Key Account and Relationship Management

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 9: Digital Sales Transformation

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 10: Sales Analytics and Performance Metrics

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 11: CRM and Revenue Optimization

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Module 12: Capstone Project and Industry Case Studies

Hands-on learning through simulations, role plays, practical assignments, and real-world case studies.

Tools & Platforms Covered:

- Salesforce
- HubSpot CRM
- Zoho CRM
- LinkedIn Sales Navigator
- Power BI
- Microsoft Excel
- Google Analytics
- Mailchimp
- Canva
- ChatGPT

Career Opportunities:

- Sales Manager
- Business Development Manager
- Revenue Manager

- Key Account Manager
- Sales Operations Analyst
- Customer Success Manager
- Growth Strategy Executive