

University of Pretoria Yearbook 2016

Sales leadership 821 (GID 821)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	12.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Gordon Institute of Business S
Period of presentation	Semester 1 or Semester 2

Module content

This Real Sales Leadership elective provides a much needed roadmap for corporate executives and entrepreneurs to understand; develop and manage the sales function within a working business. The course is delivered in a simple modular format balancing the importance of strategic sales leadership with the need for effective sales-team management.

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