

ABOUT US

At the Chartered Institute of Sales and Customer Service Management (CISCSM), we are a distinguished professional body dedicated to advancing the fields of sales and customer service management



HOW TO CONTACT US

+234 912 516 2581

www.ciscsm.org

[@ciscsm.org](https://www.instagram.com/ciscsm.org)

hello@ciscsm.org

Ciscsm TRAINING ROUTE

At the Chartered Institute of Sales and Customer Service Management (CISCSM), we are a distinguished professional body dedicated to advancing the fields of sales and customer service management

REGISTER NOW



COURSE OUTLINE

Week 1: Foundations

Sales Course – Foundations of Sales Management

- Role and importance of sales in business growth
- Functions and responsibilities of the sales manager
- The sales cycle overview
- Aligning sales with overall business strategy

CRM Course – Foundations of Customer Relationship Management

- Evolution and importance of CRM
- CRM as a strategic business tool
- CRM in B2B vs. B2C contexts
- Building a customer-centric culture

Week 2: Understanding Customers

Sales Course – Understanding Customers in Sales

- Consumer vs. organizational buying behavior
- Prospecting and qualifying leads
- Customer profiling and segmentation
- Value-based and consultative selling

CRM Course – Customer Needs & Expectations

- Identifying customer needs and preferences
- Customer behavior analysis
- Segmentation and personalization in CRM
- Designing customer experience strategies

Week 3: Sales Process & Customer Experience

Sales Course – Sales Process and Techniques

- Stages in the sales process
- Building rapport and trust
- Handling objections effectively
- Closing strategies and after-sales follow-up

CRM Course – Customer Journey & Experience Management

- Mapping the customer journey
- Critical customer touchpoints
- Designing exceptional customer experiences
- Emotional drivers of loyalty and satisfaction

Week 4: Strategy & Engagement

Sales Course – Sales Strategy & Planning

- Sales forecasting techniques
- Pipeline and territory management
- Key account management strategies
- Aligning sales goals with organizational objectives

CRM Course – Customer Engagement Strategy

- Principles of customer engagement
- Multi-channel engagement (digital, physical, social)
- Personalization and co-creation in CRM
- Driving customer advocacy through engagement

COURSE OUTLINE

Week 5: Performance & Retention

Sales Course – Sales Performance & Leadership

- Monitoring and evaluating sales team performance
- KPIs and dashboards for sales managers
- Motivating and rewarding salespeople
- Leadership in salesforce management

CRM Course – Customer Loyalty & Retention

- Designing and implementing loyalty programs
- Customer retention strategies
- Reducing churn and increasing lifetime value
- Metrics: CLV, NPS, CES, and satisfaction indexes

Week 6: Technology & Future Trends

Sales Course – Digital Sales & Technology

- Sales automation tools and CRM integration
- Social selling and e-commerce strategies
- AI and predictive analytics in sales management
- Emerging global sales practices

CRM Course – CRM Technology & Future Directions

- Selecting and implementing CRM systems
- Integrating CRM with marketing and sales tools
- Data privacy, protection, and ethical considerations
- Future CRM innovations (AI, blockchain, predictive analytics).

Week 7: Running Effective Digital Campaigns

– Facebook & Instagram Advertising

Mastering campaign objectives, targeting, creatives, budgeting, optimization, and analytics across Meta platforms.

– Email Marketing for Lead Generation & Nurturing

Building subscriber lists, crafting persuasive email content, automation sequences, segmentation, and performance measurement.

– AI for Sales & Marketing

Leveraging AI tools for content creation, campaign optimization, audience targeting, lead management, and marketing automation.

Week 8: Examination

A final assessment designed to evaluate participants' understanding and practical application of all topics covered during the course.

AWARDED CERTIFICATION

FOR SSCE HOLDER

FOR SSCE HOLDER FOR SALES MANAGEMENT PROGRAM - N150,000

- Student Membership
- Chartered Sales Professional (CSP)
- Diploma in Sales Management (DIP.SM)

FOR SSCE HOLDERS FOR CUSTOMER RELATIONSHIP MANAGEMENT -N150,000

- Student Membership
- Chartered Customer Relationship Professional (CCRP)
- Diploma in Customer Relationship Management (DIP.CRM)

FOR SSCE FOR BOTH SALES AND CUSTOMER RELATIONSHIP MANAGEMENT – N250,000

- Student Membership
- Diploma in Sales and Customer Relationship Management (Dip.SCRM)
- Chartered Sales and Customer Service Professional (CSCSP)

FOR OND HOLDERS

SALES MANAGEMENT PROGRAM - N150,000

- Affiliate Membership
- Chartered Sales Professional (CSP)
- Graduate Diploma in Sales Management (DIP.SM)

CUSTOMER RELATIONSHIP MANAGEMENT -N150,000

- Affiliate Membership
- Chartered Customer Relationship Professional (CCRP)
- Graduate Diploma in Customer Relationship Management (DIP.CRM)

SALES AND CUSTOMER RELATIONSHIP MANAGEMENT – N250,000

- Affiliate Membership
- Graduate Diploma in Sales and Customer Relationship Management (Dip.SCRM)
- Chartered Sales and Customer Service Professional (CSCSP)

FOR HND/BSC/MSC HOLDER

SALES MANAGEMENT PROGRAM - N150,000

- Associate Membership
- Chartered Sales Professional (CSP)
- Post Graduate Diploma in Sales Management (DIP.SM)

CUSTOMER RELATIONSHIP MANAGEMENT - N150,000

- Associate Membership
- Chartered Customer Relationship Professional (CCRP)
- Post Graduate Diploma in Customer Relationship Management (DIP.CRM)

SALES AND CUSTOMER RELATIONSHIP MANAGEMENT – N250,000

- Associate Membership
- Post Graduate Diploma in Sales and Customer Relationship Management (Dip.SCRM)
- Chartered Sales and Customer Service Professional (CSCSP)



Mr. Clement Ayobami Oladejo is a seasoned business leader, marketing strategist, and sales management expert with over 27 years of progressive experience across Nigeria's leading manufacturing, petrochemical, FMCG, chemical, and consumer product industries. His professional journey reflects exceptional leadership, strong business acumen, and a consistent track record of driving growth, restructuring business operations, and building high-performance teams across multiple regions. Born on August 15, 1970, and a native of Lagelu Local Government Area, Oyo State, Mr. Oladejo has built an impressive career distinguished by excellence in Marketing, Sales, Business Development, Customer Service, Administration, Accounting, and Management.

FACULTY MEMBER



Dr. Steve Akadiri is a distinguished professional with over 30 years of experience spanning media, human resources, insurance, and management consulting. He began his career at the Federal Radio Corporation of Nigeria, rising to Principal Radio Producer, before taking on leadership roles in JCI Nigeria and Specialty Personnel Services Limited, where he specialized in HR outsourcing and human capital development.

He later transitioned into the insurance and pensions sector, holding key positions at Standard Alliance Insurance, CRIB Pensions, and Capital Express Assurance, where he became Head of Branch Operations in 2024.

Dr. Akadiri holds a B.A. in English and Literary Studies, a postgraduate degree in Adult Learning and Experiential Education from JCI University (USA), and has completed numerous leadership and management programs. He is a Doctoral Fellow of the Chartered Institute of Sales and Customer Service Management and a Fellow of the Institute of Management Consultants (IMC).

He is married with three children and is widely respected for his leadership, professionalism, and contributions to human capital development in Nigeria.

FACULTY MEMBER



Bhadmus Abudu is an experienced business leader with over 30 years of expertise in Finance, Business Strategy, Customer Relations, Supply Chain Management, and Organizational Restructuring. He previously served as Managing Director/CEO at Premier Paints Plc. and Nycil Limited, and in 2017 was appointed Director at BJAY Construction & Finishing Limited.

A graduate of Business Administration from the University of Lagos, he is a Fellow of the Institute of Chartered Accountants of Nigeria (ICAN) and the Chartered Institute of Taxation of Nigeria (CITN). He also sits on the Board of Headway Microfinance Bank Limited and consults for international companies on market opportunities and strategic business development.

Bhadmus has held leadership roles in top organizations including GlaxoSmithKline, Nigerian Bottling Company, and Mouka Limited. He has attended various professional trainings locally and abroad.

He enjoys reading biographies and autobiographies and is happily married with children.

FACULTY MEMBER



Sunday Omosehinde Fayose is a seasoned public administrator, labour leader, and customer service professional with over 40 years of experience in procurement, supply chain, and organizational leadership. He holds advanced qualifications from the University of Lagos, Ogun State University, and the University of Calabar.

He is a Fellow of the Chartered Institute of Purchasing & Supply Management of Nigeria (CIPSMN), the Institute of Customer Service and Trade Management, and the Chartered Institute of Sales and Customer Service Management (CISCSM).

Renowned for his expertise in Customer Experience, he has trained and mentored professionals across sectors, helping organizations improve service delivery and strengthen customer relationships.

Mr. Fayose currently serves as Lagos State Secretary and South West Zonal Coordinator of the Nigeria Union of Agriculture and Allied Employees (NUAAE). Widely traveled across Africa and Europe, he has organized numerous trainings, conferences, and benchmarking programmes, making significant impact as a facilitator, consultant, and mentor.

FACULTY MEMBER



Dr. Victor Orowale (FCISCSM) is an accomplished professional with strong expertise in engineering, sales, and customer relationship management. He holds a Master's degree in Process Engineering from the University of Lagos and a B.Tech in Chemical Engineering (Second-Class Upper) from LAUTECH, where he was awarded both a Federal Government Scholarship and a Teaching Assistant Scholarship.

He has held key senior roles including Technical Sales Manager at BESTAF Trading Company FZE, Country Manager for Linus Projects (India), and Sales & Marketing Manager at Techno Oil Ltd. His career spans operations, production, quality control, and customer relations across major oil and energy companies such as MRS Oil, NIPCO Plc, and Ardova Oil.

Dr. Orowale is a Certified Customer Relationship Management Manager (CRMM), a Doctoral Fellow of CISCSM, and a Chief Superintendent of Police (Supernumerary Unit) in the Nigerian Police Force. He has participated in numerous local and international trainings, bringing a blend of technical expertise, leadership, and industry experience to his professional engagements.