



Raising Executive
Development Centre

STRATEGIC SALES LEADERSHIP

August 4 - 7, 2026

Suleman Dawood
School of Business



Strategic Sales Leadership requires vision and commitment to effectively steward sales organisation in an increasingly volatile environment. Continual delivery of ambitious organisational objectives demand a strong fit between going-to-market initiatives and an effective sales team equipped with the necessary acumen to capitalise on emerging disruptive opportunities.

The 4-day immersive programme aims to develop a practical approach to strategising, evaluating and implementing sales strategies in line with stretched organisational objectives. The programme will enable participants to grasp the key knowledge and skills required to deliver sustainable value for all stakeholders.



BENEFITS

The programme will help participants to:

- Effectively design and cascade sales strategies, structures and processes
- Conceive and capitalise on an appropriate route to market strategies for the organisation's unique products and services
- Lead sales recruitment, compensation, motivation and performance management systems in line with a well-crafted sales strategy
- Develop a future-ready sales organisation in order to effectively compete in the era of digitisation and technology
- Capitalise on disruptive opportunities in sync with customer aspirations
- Engage in peer-to-peer knowledge exchange and benefit from extensive networking opportunities

WHO SHOULD ATTEND

The programme is designed for seasoned senior to top-level executives. Typical participants will hold titles including Director Sales, National Sales Managers, Chief Marketing Officers, Country Heads and Managing Directors.

“All the senior executives who want to have a global perspective on business and people management must attend a programme at REDC-LUMS. Truly, an amazing experience it was. If you want to study abroad, come to LUMS and have a flavour of Harvard Business School.”

Muhammad Hashim, Fatima Fertilizer Company Limited

PROGRAMME DIRECTOR



Muhammad Luqman Awan

Senior Lecturer (SDSB)
PhD Scholar, University of Stirling, Scotland

Research Interests:

Sales Force Management; Marketing Channels; Strategic Sales Leadership; B2B Marketing

ADDITIONAL FACULTY



Moeen Naseer Butt

Assistant Professor
PhD, Marketing, Ivey Business School,
Western University

Research Interests:

Assessing the impact of Growth, Governance and Geography of Franchise Systems on their Performance, Franchising, Marketing-Finance interface



Ussama Yaqub

Assistant Professor Management
Information Systems
PhD, Rutgers the State University of New
Jersey

Research Interests:

Social Media Data Analyses; Including Sentiment and Behavior Analyses; Data Mining and studying the use of Twitter for Campaigning during General Elections

APPLICATION PROCESS

We encourage you to apply early because the class size is limited and enrollment is on a first-come, first-serve basis. Please ensure the submission of your online application before the application deadline of July 25, 2025. Our online application form is available at:

<https://redc.lums.edu.pk/programme-calendar>

PROGRAMME AND RESIDENTIAL FEE

The programme fee of PKR 400,000 includes tuition cost, reading materials, tea and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of PKR 100,000. It includes accommodation, breakfast and dinner for the duration of the programme. However, any extra charges such as telephone, laundry, extra meals, etc. should be paid on departure.

For information regarding our accommodation, discount, and refund policies, please visit our website: <https://redc.lums.edu.pk/open-programs/strategic-sales-leadership?paid=1018>

PAYMENT

Payment is due upon the receipt of acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the payment. Payment can be made directly via:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favour of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- IBFT/bank transfer.

If you wish to dispatch the cheque directly to our office, please send it to:

Marketing Manager
Raising Executive Development Centre
Lahore University of Management Sciences
DHA, Lahore Cantt. 54792, Pakistan
Tel: +92-35608243, 35608119 or 35608333

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Note: REDC may cancel or postpone a programme due to unforeseen circumstances. In this case, the University may refund the registration fee and is not responsible for any other related charges/expenses including, but not limited to, cancellation/change charges by airlines and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any given time.



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