



Training Program

CCO

CHIEF CUSTOMER OFFICER
GIÁM ĐỐC KINH DOANH

Sales Management solution to drive growth,
build customers and accelerate revenue

Why today's CCOs facing unprecedented pressure?

Markets are evolving faster than many organizations can adapt.

Customer expectations shift continuously. Competitive boundaries blur. Margins compress. Operating costs escalate with little structural relief.

In this context, the **Chief Customer Officer (CCO)** stands at the front line of enterprise exposure - absorbing pressure from the market, from internal performance demands, and from board-level growth expectations.

86%

of enterprises fail to achieve market differentiation due to unclear and inconsistent sales strategies
(Sales Xceleration)

86%

of sales teams led by strong leadership outperform the enterprise average *(Kapable)*



Today's CCO must ensure the enterprise is moving in the right direction - strategically aligned, structurally resilient, and capable of adapting to continuous market volatility.



NEW SALES MANAGEMENT FOR A NEW ERA

With more than 25 years of research and training business leaders in Vietnam, PACE Institute of Management has developed the **“Chief Consumer Officer - CCO” Program** as a comprehensive solution for business leaders to not only achieve sales targets and lead their teams but also create sustainable growth and long-term competitive advantages for their enterprises.



Challenges of Sales Management today

- Markets are evolving faster than enterprises can adapt, intensifying competitive pressure.
- Customer behavior is evolving, while acquisition costs continue to rise.
- Sales processes remain insufficiently standardized, inaccurate forecasting and limited visibility.
- Teams face mounting pressure, yet lack motivation to maintain consistent performance.
- Challenges in transforming business models and teams.



Comprehensive solution from PACE’s CCO program

- Refresh strategic sales thinking and master adaptive growth models aligned with competitive realities.
- Design and implement customer strategy to acquire, retain, and expand long-term customer value.
- Leverage data, technology, and digital tools to optimize sales processes and commercial governance.
- Strengthen leadership and management capability to build high-performing, resilient sales teams.
- Develop adaptive capacity, anticipate trends, and shape future market positioning.

WHAT MAKES PACE'S CCO PROGRAM DIFFERENT?

25 YEARS OF TRAINING EXPERIENCE

A pioneering and leading institution in Chief Consumer Officer (CCO) training, building a profound influence across Vietnam's business community.

TRUSTED BY THOUSANDS OF CCOS

Highly regarded and chosen by thousands of business leaders and managers, contributing to the development of a new generation of entrepreneurs in Vietnam.

COMPREHENSIVE, PRACTICAL & ENDURING

A balanced integration of strategic thinking and executional tools, proven effective across high-growth enterprises.

DELIVERED BY TOP PROFESSIONALS & EXPERTS OF PACE

Combining academic expertise with extensive executive experience, bringing meaningful and practical value to participants.

25+

years of pioneering leadership development and management education for enterprises and society

95%+

positive participant feedback, with strong advocacy across the business community

100k+

organizations have placed their trust in PACE and the authentic learning

PROGRAM INFORMATION

- **Total duration:** 26 sessions (equivalent to 78 hours)
- **Schedule:** Flexible learning formats (evenings or weekends)
- **Certification:** Chief Customer Officer (CCO) Certificate issued by PACE Institute of Management.
- **Tuition fee:** 20.000.000 VNĐ (discounted fee for early payment: 18.500.000 VNĐ). Please contact us for the latest promotional offers.

PROGRAM PARTICIPANTS



Senior Business Leaders

Chief Consumer Officers, Heads/ Deputy Heads of Sales, Marketing, and Commercial Functions from domestic and international enterprises.



Sales Management Levels

Area Sales Manager (ASM), Regional Sales Manager (RSM), National Sales Manager (NSM), who are working for domestic and international enterprises.



High-potential Talent

Executives who wish to become a professional Chief Consumer Officer (CCO) in the future, seeking to develop sales management capabilities.

PROGRAM OUTCOMES



Adopting a modern business mindset

Understand that today's CCO is not merely responsible for driving revenue, but for architecting sustainable enterprise growth.



Building comprehensive customer management strategies

Stay ahead of global trends in sales and commercial management; move beyond managing sales teams to leading comprehensive customer strategy and value creation.



Enhancing leadership and team management capabilities

Drive high-performance sales enterprises, align, inspire, and execute strategic objectives across the Sales function and the enterprise.



Applying data and technology to sales management

Gain mastery of growth frameworks, market expansion strategies, and the integration of technology and data to optimize sales processes and customer experience.



Developing adaptability and change management capabilities

Proactively navigate market volatility, adjust commercial strategy with agility, and lead teams through change to sustain long-term growth.



PROGRAM CONTENT

SUBJECT	Duration	
Professional CCO in New Era	1 session	3 hours
Market Research & Analysis	2 sessions	6 hours
Business Development Strategy	4 sessions	12 hours
OmniChannel Sales Management in the Digital Era	4 sessions	12 hours
Customer Experience (CX) & Customer Success Management (CSM)	2 sessions	6 hours
Business Negotiation Skills	2 sessions	6 hours
Leading, Training & Coaching Sales Force	4 sessions	12 hours
Business Marketing Management	2 sessions	6 hours
Laws on Business & Risk Management	2 sessions	6 hours
Life Management Program (LMP)	2 sessions	6 hours
Graduation Ceremony	*	*

Total: 26 sessions - 78 hours

Founded in 2001, PACE is one of Vietnam's most influential management institutes. For more than 25 years, PACE has helped advance modern management practices in Vietnam - strengthening leadership capacity, elevating governance standards, and expanding organizations' global outlook. PACE is also the first school for business leaders in Vietnam.

PACE is a trusted partner in transforming leaders, teams, and organizations to achieve breakthrough and sustainable performance in an ever-changing world.

PACE's 3 Core Solutions to relize its mission:

- 1 PACE Training
- 2 PACE Consulting
- 3 PACE Books

PACE ecosystem **includes 8 affiliated schools, 8 member companies, and 8 global partners**, aligned across three integrated pillars: Training, Consulting, and Publishing. Together, they cover eight core disciplines of management: General Management, HR Management, Financial Management, Marketing Management, Sales Management, Production Management, Supply Chain Management, and Project Management.

PACE also advances its mission through **PACE NPOs**, a long-term portfolio of non-profit educational initiatives launched in 2007, designed to deliver comprehensive and meaningful impact.



BELIEVING IN AUTHENTIC LEARNING

PACE Building

181-183 Co Giang Street,
Cau Ong Lanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

PACE Building

341 Nguyen Trai Street,
Cau Ong Lanh Ward, Ho Chi Minh City
(former District 1, Ho Chi Minh City)

Hanoi Office

Coalimex Building (Floor 2)
33 Trang Thi Street, Cua Nam Ward
(former Hoan Kiem District)