

Course No. 1798

Sales Management & Leadership Training Course

**SALES MANAGEMENT & BUSINESS DEVELOPMENT
SALES, MARKETING & CUSTOMER EXPERIENCE**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Sales Management & Leadership Training Course is a comprehensive professional program designed to develop the managerial, leadership, strategic, and commercial capabilities required to lead successful sales teams and achieve sustainable revenue growth. The course focuses on transforming sales managers from operational supervisors into effective commercial leaders capable of setting direction, managing performance, developing talent, and driving customer-focused results.

Effective sales leadership requires more than achieving sales targets. Sales managers must be able to develop sales strategies, establish performance standards, manage pipelines, coach sales professionals, allocate resources, evaluate market opportunities, strengthen customer relationships, and make informed commercial decisions. This program provides practical approaches for managing these responsibilities within competitive and rapidly changing business environments.

The course covers sales management strategy, sales planning, target setting, pipeline management, forecasting, sales performance measurement, team leadership, coaching, motivation, territory management, key account development, negotiation, customer relationship management, and continuous performance improvement.

The program is suitable for large corporations, government entities, banks and financial institutions, oil and gas companies, industrial organizations, technology companies, and service-sector organizations. It is particularly valuable for Sales Managers, Sales Directors, Business Development Managers, Commercial Managers, Regional Sales Managers, Account Managers, and professionals preparing for leadership positions in sales.

Objectives

- By the end of the course, participants will be able to:
- Analyze the key responsibilities and competencies required for effective sales management and leadership.
- Develop sales strategies aligned with organizational objectives, market opportunities, and revenue targets.
- Establish realistic and measurable sales targets for individuals, teams, territories, and customer segments.

- Apply structured sales planning techniques to improve market coverage and commercial performance.
- Evaluate sales pipelines, opportunities, conversion rates, and forecasting accuracy.
- Implement effective sales performance management systems using relevant key performance indicators.
- Strengthen sales team productivity through effective coaching, motivation, delegation, and accountability.
- Develop strategic approaches to territory management, customer segmentation, and key account development.
- Apply leadership and communication techniques to manage different sales personalities and performance levels.
- Evaluate sales performance gaps and design targeted corrective and development actions.
- Improve collaboration between sales, marketing, customer experience, finance, and operations.
- Design a practical sales management and leadership action plan for immediate workplace application.

Who Should Attend

This course is designed for professionals responsible for managing sales teams, commercial performance, business development, and customer relationships. It is particularly suitable for Sales Managers, Sales Directors, Commercial Managers, Business Development Managers, Regional Sales Managers, Area Sales Managers, Key Account Managers, Sales Supervisors, Customer Relationship Managers, and Sales Operations Professionals.

It is also highly relevant to executives and department heads responsible for revenue growth, market expansion, customer acquisition, and commercial strategy. Professionals from marketing, customer experience, finance, and operations who work closely with sales functions can also benefit from the program.

Learning Outcomes

- Upon successful completion of the course, participants will be able to:
- Develop structured sales management strategies aligned with organizational priorities.
- Establish effective sales targets and translate them into individual and team objectives.

- Build practical sales plans covering customers, territories, resources, activities, and expected results.
- Manage sales pipelines and evaluate opportunities based on value, probability, timing, and strategic importance.
- Improve the accuracy and reliability of sales forecasts.
- Establish meaningful sales performance indicators and management dashboards.
- Conduct effective sales performance reviews and identify performance gaps.
- Coach sales professionals to improve skills, productivity, and commercial effectiveness.
- Apply leadership techniques to motivate teams and strengthen accountability.
- Manage sales territories and customer portfolios according to commercial potential.
- Strengthen key account relationships and identify opportunities for account growth.
- Develop a continuous improvement culture focused on sales productivity, customer value, revenue growth, and profitability.

Course Outline

DAY 01

Foundations of Sales Management & Leadership

- Understanding the strategic role of modern sales management.
- Responsibilities and competencies of effective sales managers.
- Transitioning from sales performer to sales leader.
- Aligning sales objectives with organizational strategy.
- Understanding market dynamics and changing customer expectations.
- Developing a customer-focused sales management approach.
- Sales management challenges in competitive markets.
- Establishing clear sales team roles and responsibilities.
- Building a culture of accountability and performance.
- Leadership styles and their application in sales environments.
- Effective communication between sales management and sales teams.

DAY 01 — CONTINUED

PRACTICAL APPLICATION

Assessing the current sales management environment and identifying key leadership and performance priorities.

DAY 02**Sales Strategy, Planning & Target Management**

- Developing an effective sales strategy.
- Market segmentation and customer classification.
- Identifying priority markets and high-value opportunities.
- Developing annual and periodic sales plans.
- Setting revenue, volume, margin, acquisition, and growth targets.
- Establishing individual and team sales objectives.
- Territory planning and market coverage.
- Allocating sales resources according to opportunity and potential.
- Developing sales activity plans.
- Linking sales activities to measurable commercial outcomes.
- Monitoring progress against sales targets.

PRACTICAL APPLICATION

Developing a complete sales plan with targets, territories, resources, activities, and performance measures.

DAY 03**Sales Pipeline, Forecasting & Performance Management**

- Understanding the structure and importance of the sales pipeline.
- Managing opportunities through different sales stages.
- Evaluating opportunity value, probability, timing, and risk.
- Identifying stalled and low-quality opportunities.
- Improving sales conversion and sales-cycle management.

DAY 03 — CONTINUED

- Principles and methods of sales forecasting.
- Using historical performance and pipeline data for forecasting.
- Identifying gaps between forecasted and required performance.
- Developing sales performance indicators.
- Measuring productivity, conversion, revenue, margin, and target achievement.
- Conducting effective sales performance reviews.

PRACTICAL APPLICATION

Analyzing a sales pipeline, preparing a forecast, identifying performance gaps, and developing corrective actions.

DAY 04

Sales Team Leadership, Coaching & Motivation

- Building high-performing sales teams.
- Understanding individual sales behaviors and performance drivers.
- Effective delegation and responsibility management.
- Sales coaching versus traditional supervision.
- Conducting structured coaching sessions.
- Identifying individual capability and performance gaps.
- Developing sales training and development priorities.
- Motivating sales professionals and maintaining engagement.
- Managing underperformance and difficult performance situations.
- Recognition, incentives, and performance reinforcement.
- Building accountability without damaging team morale.
- Developing future sales leaders and succession capabilities.

PRACTICAL APPLICATION

Conducting a sales coaching exercise and developing an individual performance improvement plan.

DAY 05

Strategic Customer Management & Sustainable Sales Growth

- Developing strategic and key account management approaches.
- Understanding customer value, potential, and retention risk.
- Stakeholder mapping and relationship development.
- Identifying cross-selling and up-selling opportunities.
- Strengthening customer loyalty and long-term relationships.
- Managing strategic customer expectations.
- Integrating sales, marketing, and customer experience.
- Using sales analytics to support commercial decisions.
- Identifying opportunities for market expansion and revenue growth.
- Managing commercial risks and changing customer requirements.
- Establishing continuous sales improvement mechanisms.
- Developing a sustainable sales leadership culture.
- Final practical workshop: Developing an integrated Sales Management & Leadership Action Plan covering sales strategy, targets, pipeline management, forecasting, team performance, coaching priorities, customer development, growth initiatives, key performance indicators, and implementation actions.

Register or Request More Information

Course page: <https://quest-training.com/courses/sales-management-leadership-training-course>

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