QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1797

Strategic Sales Management Training Course

SALES MANAGEMENT & BUSINESS DEVELOPMENT
SALES, MARKETING & CUSTOMER EXPERIENCE

DURATION
5 Days

DELIVERY
Classroom

Course Overview

The Strategic Sales Management Training Course is an advanced professional program designed to strengthen the strategic, commercial, analytical, and leadership capabilities required to manage high-performing sales organizations. The course moves beyond day-to-day sales supervision and focuses on building a structured sales management approach that aligns revenue objectives, market opportunities, customer needs, sales resources, and organizational strategy.

In increasingly competitive markets, sales management is no longer limited to achieving monthly or annual sales targets. Sales leaders are expected to understand market dynamics, identify profitable growth opportunities, develop effective sales strategies, manage strategic accounts, optimize sales channels, improve forecasting, and build high-performing sales teams. This course provides practical frameworks for addressing these responsibilities and connecting sales activity with measurable business outcomes.

The Strategic Sales Management Training Course covers strategic sales planning, market and customer analysis, sales segmentation, opportunity identification, sales forecasting, pipeline management, territory planning, account management, channel management, sales performance measurement, sales leadership, customer relationship development, and commercial decision-making. It also emphasizes effective collaboration between sales, marketing, customer experience, finance, operations, and senior management.

The program is suitable for government entities, public-sector organizations, banks and financial institutions, oil and gas companies, industrial organizations, service businesses, and large corporations. It is particularly valuable for executives, sales directors, sales managers, business development leaders, account managers, and commercial specialists responsible for revenue growth and customer relationships. Through practical exercises and business cases, participants will develop the ability to create measurable sales strategies, improve sales execution, and strengthen long-term commercial performance.

Objectives

- Analyze market conditions, competitive forces, customer needs, and commercial trends to support sales strategy development during the course.
- Develop an integrated sales strategy aligned with organizational objectives, market priorities,

and growth requirements.
- Evaluate customer segments and market opportunities to identify priority accounts and commercially attractive sectors.
- Apply structured sales planning techniques to establish measurable targets, resource requirements, activities, and performance indicators.
- Develop practical sales forecasting approaches using historical performance, market information, and pipeline data.
- Analyze and manage the sales pipeline to evaluate opportunity quality, probability, value, stage progression, and potential risks.
- Improve sales territory and account allocation to strengthen market coverage and sales resource utilization.
- Design strategic account management approaches that support customer retention, relationship development, and account growth.
- Evaluate sales channel performance and identify opportunities to improve market reach and commercial effectiveness.
- Develop key performance indicators for measuring sales productivity, revenue generation, conversion, pipeline health, and profitability.
- Strengthen collaboration between sales, marketing, customer experience, operations, and finance to support sustainable commercial growth.
- Prepare a strategic sales management plan with objectives, initiatives, performance indicators, implementation priorities, and review mechanisms by the end of the course.

Who Should Attend

The Strategic Sales Management Training Course is designed for managers and commercial leaders responsible for sales performance, business development, revenue growth, and customer management. It is particularly suitable for Sales Directors, Sales Managers, Business Development Managers, Regional Sales Managers, Corporate Sales Managers, Key Account Managers, Strategic Account Managers, Sales Channel Managers, Customer Relationship Managers, Sales Planning Specialists, and commercial performance professionals.

The course is also relevant to executives, commercial heads, department leaders, and decision makers responsible for revenue generation, market development, and strategic customer relationships. Marketing professionals, customer experience leaders, finance professionals, and operations managers who work closely with sales teams can also benefit from the program, particularly within banks, financial institutions, oil and gas companies, government entities, large corporations, and service organizations.

Learning Outcomes

- Analyze market, competitive, and customer information to identify priority sales opportunities.
- Develop a sales strategy aligned with organizational objectives and commercial growth priorities.
- Segment markets and customers according to value, potential, needs, and strategic importance.
- Prepare practical sales plans with measurable targets, resources, activities, and performance indicators.
- Develop sales forecasts using historical results, market conditions, and pipeline information.
- Analyze sales pipelines to identify strong opportunities, stalled deals, conversion risks, and performance gaps.
- Evaluate sales territories, customer portfolios, and sales channels to improve market coverage and resource allocation.
- Develop strategic account plans designed to strengthen customer relationships and increase account value.
- Establish sales performance indicators for revenue, productivity, conversion, pipeline quality, profitability, and target achievement.
- Analyze sales team performance and identify appropriate coaching, development, and performance improvement requirements.
- Strengthen coordination between sales, marketing, customer experience, operations, and finance.
- Prepare an integrated strategic sales management plan that can be implemented, measured, reviewed, and continuously improved.

Course Outline

DAY 01

Strategic Sales Management and Commercial Strategy

- Understanding Strategic Sales Management and its role in organizational growth.
- Aligning sales strategy with corporate strategy and business objectives.
- Analyzing internal and external factors affecting sales performance.

DAY 01 — CONTINUED

- Market analysis and understanding changes in customer needs and buying behavior.
- Competitive analysis and identification of sources of competitive advantage.
- Identifying growth opportunities, priority markets, and target sectors.
- Customer segmentation based on value, potential, needs, and purchasing behavior.
- Developing customer-focused value propositions.
- Establishing strategic sales objectives and commercial priorities.
- The role of sales leadership in building a performance-driven sales culture.

PRACTICAL APPLICATION OR DISCUSSION

Analyze a selected market, identify commercial opportunities and threats, define priority customer segments, and develop an initial strategic sales direction.

DAY 02

Sales Planning, Forecasting, and Pipeline Management

- Principles of strategic and operational sales planning.
- Translating organizational objectives into measurable sales targets.
- Setting revenue, volume, margin, growth, and customer acquisition objectives.
- Sales forecasting methods and effective use of historical and market data.
- Analyzing gaps between sales targets and expected performance.
- Building and managing a structured sales pipeline.
- Evaluating sales opportunities by stage, value, probability, and expected timing.
- Identifying stalled, aging, high-risk, and high-potential opportunities.
- Improving sales-cycle management and opportunity conversion.
- Using sales data and analytics to support commercial decisions.

PRACTICAL APPLICATION OR DISCUSSION

Develop a sales plan and forecast model and analyze a sales pipeline to identify priority opportunities, risks, and required management interventions.

DAY 03

Territory, Strategic Account, and Sales Channel Management

- Designing market coverage and sales territory strategies.
- Allocating customers and accounts according to commercial potential and strategic value.
- Principles of strategic and key account management.
- Assessing customer value, growth potential, retention risk, and relationship strength.
- Developing strategic account plans.
- Mapping customer stakeholders, decision makers, influencers, and relationship priorities.
- Building long-term customer relationships and increasing customer value.
- Managing direct and indirect sales channels.
- Evaluating sales channel performance, coverage, reach, and effectiveness.
- Optimizing sales resources across territories, accounts, and channels.
- Managing customer concentration and commercial relationship risks.

> **PRACTICAL APPLICATION OR DISCUSSION**
>
> Develop a strategic account plan covering customer analysis, stakeholder mapping, business opportunities, relationship priorities, risks, growth objectives, and account development actions.

DAY 04

Sales Leadership and Commercial Performance Management

- The role of sales leadership in developing high-performing teams.
- Designing sales team structures and defining roles and responsibilities.
- Establishing individual and team objectives aligned with sales strategy.
- Developing sales key performance indicators.
- Measuring sales productivity, conversion rates, revenue, margin, pipeline health, and target achievement.
- Conducting effective sales performance reviews.
- Coaching and developing sales professionals and sales leaders.
- Identifying performance gaps and developing targeted improvement actions.
- Designing incentive and recognition approaches that support desired sales behaviors.
- Managing accountability and performance discipline within sales teams.

DAY 04 — CONTINUED

- Strengthening collaboration between sales, marketing, customer experience, and operations.

> **PRACTICAL APPLICATION OR DISCUSSION**
>
> Design a sales performance dashboard, analyze team results, identify performance gaps, and develop targeted actions to improve individual and team performance.

DAY 05

Sales Strategy Execution and Sustainable Commercial Growth

- Translating sales strategy into a structured execution plan.
- Prioritizing sales initiatives according to commercial impact, resources, feasibility, and strategic importance.
- Developing market expansion and customer penetration strategies.
- Growing existing accounts and identifying cross-selling and up-selling opportunities.
- Strengthening customer retention and long-term account value.
- Using sales analytics to support commercial decision-making and identify emerging trends.
- Integrating sales, marketing, customer relationship management, finance, and operations.
- Managing commercial risks and responding to market changes.
- Establishing sales strategy governance, review, and performance management mechanisms.
- Building a data-driven culture of accountability and continuous sales improvement.
- Measuring the impact of sales strategy on revenue, profitability, customer relationships, and sustainable growth.

> **FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE**
>
> Develop a comprehensive Strategic Sales Management Plan covering market and customer analysis, strategic priorities, sales objectives, forecasting, pipeline management, territory and account strategy, channel development, sales performance indicators, team development priorities, growth initiatives, implementation responsibilities, governance, review mechanisms, and continuous improvement actions.

Register or Request More Information

Course page: https://quest-training.com/courses/strategic-sales-management-training-course
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