

Sales Management MasterClass: Lead, Motivate, and Succeed

Marketing, Sales, Customer Service
Kigali (Rwanda)
26 - 30 Jan 2026

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Sales Management MasterClass: Lead, Motivate, and Succeed

Ref: 3098_130621 **Date:** 26 - 30 Jan 2026 **Location:** Kigali (Rwanda) **Fees:** 3300 **Euro**

Course Description

The Sales Management MasterClass is an intensive 5-day program designed to equip sales leaders with the skills and knowledge needed to excel in today's competitive business environment. Participants will learn advanced techniques for team management, performance optimization, and strategic planning. This course combines theoretical concepts with practical applications, ensuring that attendees can immediately implement their newfound knowledge in real-world scenarios.

Learning Objectives

- Develop effective sales strategies and action plans
- Master techniques for motivating and leading high-performing sales teams
- Implement data-driven decision-making processes for sales optimization
- Enhance negotiation and conflict resolution skills
- Create and maintain a positive sales culture that drives results

Course Modules

Day 1: Foundations of Sales Management

- The evolving role of sales managers
- Key performance indicators KPIs for sales success
- Building a high-performance sales culture
- Aligning sales strategies with organizational goals

Day 2: Team Leadership and Motivation

- Effective coaching and mentoring techniques
- Designing and implementing incentive programs
- Managing diverse sales teams
- Conducting productive sales meetings and one-on-ones

Day 3: Sales Process Optimization

- Mapping and refining the sales funnel
- Implementing CRM systems for enhanced efficiency
- Sales forecasting and pipeline management
- Leveraging technology in the sales process

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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Day 4: Performance Management and Analysis

- Setting and tracking individual and team goals
- Data-driven decision making in sales
- Conducting effective performance reviews
- Strategies for managing underperforming team members

Day 5: Advanced Sales Management Techniques

- Negotiation strategies for complex deals
- Managing key accounts and strategic partnerships
- Crisis management in sales environments
- Developing a continuous improvement mindset

Practical Wins for Participants

- Create a customized sales strategy and action plan for immediate implementation
- Develop a comprehensive performance management system tailored to your team
- Design an effective sales meeting structure to boost team productivity
- Craft a personal leadership development plan to enhance your management skills

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