

Effective Sales Management & Best Practices for Success

Marketing, Sales, Customer Service
Geneva (Switzerland)
01 - 05 Sep 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, creating a sense of depth and focus on the king piece.

Effective Sales Management & Best Practices for Success

Ref: 3082_132014 **Date:** 01 - 05 Sep 2025 **Location:** Geneva (Switzerland) **Fees:** 4700 Euro

Course Description

This intensive 5-day course equips sales managers with essential skills and strategies to lead high-performing teams. Participants will learn proven techniques for recruiting, training, and motivating salespeople, optimizing sales processes, and driving revenue growth. The course covers key aspects of sales management, from goal setting and performance evaluation to territory management and sales forecasting.

Learning Objectives

- Develop effective leadership skills to manage and motivate sales teams
- Master techniques for recruiting, training, and retaining top sales talent
- Learn to implement and optimize sales processes for improved efficiency
- Gain proficiency in sales forecasting, goal setting, and performance management
- Understand best practices for territory management and key account strategies
- Acquire skills to analyze sales data and make data-driven decisions

Course Modules

Day 1: Foundations of Sales Management

- Role and responsibilities of a sales manager
- Key sales management principles and best practices
- Understanding the sales ecosystem and market dynamics
- Aligning sales strategies with organizational goals

Day 2: Building and Leading High-Performance Sales Teams

- Recruiting and selecting top sales talent
- Effective onboarding and training techniques
- Motivating and coaching sales professionals
- Team building and fostering a positive sales culture

Day 3: Sales Process Optimization and Performance Management

- Designing and implementing effective sales processes
- Setting SMART goals and KPIs for sales teams
- Performance evaluation and feedback techniques
- Managing underperforming sales reps

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: Territory Management and Key Account Strategies

- Effective territory planning and allocation
- Developing and managing key accounts
- Customer relationship management best practices
- Leveraging technology for territory and account management

Day 5: Sales Forecasting, Analytics, and Decision Making

- Sales forecasting techniques and best practices
- Analyzing sales data for insights and action
- Using CRM and sales analytics tools effectively
- Data-driven decision making for sales managers

Practical Wins for Participants

- Develop a comprehensive sales management strategy tailored to their organization
- Create an action plan for recruiting, training, and retaining top sales talent
- Design an optimized sales process and performance management system
- Construct a data-driven sales forecasting and analysis framework

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