

Sales Management Mastery: Leading High-Performance Teams

Marketing, Sales, Customer Service
Madrid (Spain)
13 - 17 Oct 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.

Sales Management Mastery: Leading High-Performance Teams

Ref: 3081_134577 **Date:** 13 - 17 Oct 2025 **Location:** Madrid (Spain) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day course equips sales managers with advanced strategies and practical tools to lead high-performing sales teams. Participants will learn to optimize sales processes, motivate team members, and implement effective sales strategies to drive revenue growth and achieve organizational goals.

Learning Objectives

- Develop leadership skills to inspire and guide sales teams to peak performance
- Master sales forecasting and strategic planning techniques
- Learn effective coaching and performance management strategies
- Understand key sales metrics and how to leverage data for decision-making
- Acquire skills to build and maintain strong customer relationships

Course Modules

Day 1: Foundations of Sales Management

- The evolving role of sales managers
- Key responsibilities and competencies
- Aligning sales strategy with organizational goals
- Building a high-performance sales culture

Day 2: Sales Team Leadership and Motivation

- Leadership styles and their impact on sales teams
- Effective communication and feedback techniques
- Motivational strategies for sales professionals
- Team building and conflict resolution

Day 3: Sales Performance Management and Coaching

- Setting and managing sales targets
- Performance evaluation and improvement plans
- Coaching techniques for skill development
- Managing underperforming team members

Day 4: Sales Strategy and Process Optimization

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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- Developing and implementing sales strategies
- Sales process analysis and optimization
- Territory management and account planning
- Leveraging technology in sales management

Day 5: Sales Analytics and Customer Relationship Management

- Key sales metrics and KPIs
- Sales forecasting and pipeline management
- Customer relationship management strategies
- Data-driven decision making in sales

Practical Wins for Participants

- Develop a customized sales management action plan
- Create a performance improvement strategy for your team
- Design a sales process optimization roadmap
- Construct a data-driven sales forecasting model

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