Effective Sales Management & Best Practices for Success

19 – 23 April 2027
Madrid (Spain)

UK Traininig
PARTNER



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Ref: 3082_135164 **Date:** 19 – 23 April 2027 **Location:** Madrid (Spain) **Fees:** 5200 GBP

Why This Course

In a rapidly evolving marketplace, effective sales leadership is the cornerstone of business growth and customer success. The Sales Management Leadership Program is an intensive 1-week course designed to equip sales managers and business leaders with the tools, frameworks, and leadership skills to build and sustain high-performing sales teams.

Through a blend of strategic insights, practical exercises, and real-world case studies, participants will learn how to recruit, develop, and inspire top talent, implement efficient sales processes, and use data-driven strategies to optimize performance and drive revenue growth.

This program is ideal for current and aspiring sales managers, regional heads, and business development leaders seeking to elevate their leadership impact and achieve consistent, measurable sales success.

What You'll Learn and Practice

By completing this program, participants will:

- Develop the leadership mindset and communication skills to inspire high-performing sales teams.
- Master recruitment, onboarding, and coaching strategies for top sales talent.
- Design and optimize sales processes for efficiency and effectiveness.
- Gain expertise in sales forecasting, performance evaluation, and goal setting.
- Apply best practices in territory management and key account development.
- Leverage analytics and CRM tools to make informed, data-driven sales decisions.

The Program Flow

Day 1: Foundations of Sales Management

- The evolving role and strategic importance of the sales manager.
- Core principles and best practices of sales leadership.
- Understanding market dynamics and the modern sales ecosystem.
- Aligning sales strategy with organizational goals and business outcomes.



Day 2: Building and Leading High-Performance Sales Teams

- Attracting and selecting high-potential sales professionals.
- Effective onboarding, training, and skills development programs.
- Motivating and coaching teams to achieve peak performance.
- Creating a collaborative, competitive, and resilient sales culture.

Day 3: Sales Process Optimization and Performance Management

- Designing and implementing scalable sales processes.
- Setting SMART goals, KPIs, and performance benchmarks.
- Performance reviews, coaching conversations, and feedback frameworks.
- Managing underperformance and fostering continuous improvement.

Day 4: Territory Management and Key Account Strategies

- Principles of effective territory planning and resource allocation.
- Developing and managing key accounts for long-term value.
- Customer relationship management and client retention strategies.
- Leveraging digital tools and analytics for territory optimization.

Day 5: Sales Forecasting, Analytics, and Strategic Decision-Making

- Forecasting sales performance using quantitative and qualitative methods.
- Interpreting and acting on sales data for strategic insights.
- Using CRM and sales analytics platforms to track and drive results.
- Data-driven leadership for agile, evidence-based sales decisions.

Individual Impact

- Strengthen leadership presence and influence in managing diverse sales teams.
- Build confidence in data analysis, forecasting, and strategic decision-making.
- Gain mastery of practical frameworks for team motivation and performance management.
- Enhance the ability to drive consistent sales growth through structured processes and innovation.

Organizational Impact

- Boost sales performance through improved leadership capability.
- Establish standardized, efficient sales processes and accountability systems.
- Increase retention and engagement of top-performing sales professionals.
- Build a culture of performance, collaboration, and customer focus across the sales function.



Training Methodology

This program combines experiential learning with strategic application through:

- Real-world case studies from high-performing sales organizations.
- Interactive simulations and role-playing exercises.
- Group workshops on leadership, communication, and performance strategy.
- Hands-on sessions with data analytics, CRM tools, and forecasting models.

Beyond the Course

Upon completion, participants will be equipped to lead their sales teams strategically and effectively, translating insights into measurable business outcomes.

Graduates of this program will emerge as sales leaders who can build motivated, accountable teams and drive sustained growth in competitive markets.

