

# Sales Management Mastery: Leading High-Performance Teams

26 – 30 July 2027  
Amsterdam (Netherlands)

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## Sales Management Mastery: Leading High-Performance Teams

**Ref:** 3081\_150784 **Date:** 26 – 30 July 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

### Why This Course

In a competitive and fast-changing business environment, effective sales management is vital to achieving sustainable revenue growth and organizational success. The Advanced Sales Management Program is an intensive 5-day course designed to equip sales managers with cutting-edge strategies, leadership techniques, and analytical tools to build, lead, and sustain high-performing sales teams.

Through a blend of strategic insight, practical workshops, and real-world case studies, participants will learn how to optimize sales operations, motivate teams, enhance forecasting accuracy, and strengthen customer relationships to deliver measurable business results.

### What You'll Learn and Practice

By completing this program, participants will:

- Develop leadership and communication skills to inspire top-performing sales teams.
- Master sales forecasting, pipeline management, and strategic planning techniques.
- Implement effective coaching and performance management strategies.
- Leverage data analytics and key sales metrics for decision-making and improvement.
- Strengthen customer relationships and drive long-term business growth.

### The Program Flow

#### Day 1: Foundations of Sales Management

- The evolving role of the modern sales manager.
- Core responsibilities and success competencies.
- Aligning sales strategy with business objectives.
- Building and sustaining a high-performance sales culture.

#### Day 2: Sales Team Leadership and Motivation

- Leadership styles and their influence on sales outcomes.
- Communication, coaching, and feedback best practices.
- Motivating and empowering sales professionals for peak performance.
- Managing team dynamics and resolving internal conflicts.

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### **Day 3: Sales Performance Management and Coaching**

- Setting clear performance targets and accountability frameworks.
- Evaluating performance through KPIs and structured feedback.
- Coaching methods for continuous skill development and improvement.
- Managing underperformance with fairness and effectiveness.

### **Day 4: Sales Strategy and Process Optimization**

- Developing and implementing data-driven sales strategies.
- Mapping, analyzing, and optimizing the sales process.
- Territory management and strategic account planning.
- Integrating technology and automation to enhance sales efficiency.

### **Day 5: Sales Analytics and Customer Relationship Management**

- Understanding and tracking key sales metrics and performance indicators.
- Sales forecasting, pipeline management, and predictive analytics.
- Strengthening customer loyalty through CRM systems and strategies.
- Using data insights to guide sales decisions and long-term planning.

### **Individual Impact**

- Gain advanced leadership, analytical, and coaching skills.
- Build confidence in managing performance and driving team success.
- Learn to create effective sales strategies and performance frameworks.
- Develop a personal action plan to enhance leadership impact and results.

### **Organizational Impact**

- Improve sales productivity and forecasting accuracy.
- Strengthen customer engagement and retention.
- Build a motivated, high-performing, and data-driven sales culture.
- Align sales operations with strategic business objectives for sustained growth.

### **Training Methodology**

The program combines strategic learning with practical application through:

- Real-world sales management case studies and simulations.
- Interactive workshops and group discussions.
- Leadership coaching and peer learning exercises.
- Tools and templates for performance planning and process optimization.

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## Beyond the Course

Upon completion, participants will be equipped to lead sales teams strategically, manage performance effectively, and make data-driven decisions that drive organizational success.

**Graduates of this program will emerge as sales leaders — capable of transforming strategy into action and inspiring consistent high performance across their teams.**

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