

Sales Management Mastery: Leading High-Performance Teams

14 – 18 June 2027
Brussels (Belgium)

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Ref: 3081_150797 **Date:** 14 – 18 June 2027 **Location:** Brussels (Belgium) **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.

A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. In the background, there are concentric circles emanating from a point, suggesting a strategic or leadership theme.

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