Strategic Sales Management

19 – 23 April 2027
Amsterdam (Netherlands)



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Why This Course

Sales management today is far more than driving numbers — it's about building a strategy that delivers sustainable growth, customer loyalty, and competitive advantage.

In an environment shaped by digital transformation, global competition, and changing buyer behavior, sales leaders must think strategically, lead effectively, and manage performance with precision.

This program provides participants with the tools and insights to design and execute sales strategies that align with business goals. It emphasizes leadership, analytics, and performance management, preparing participants to lead high-performing teams and achieve long-term sales excellence.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic role of sales management in achieving organizational success.
- Learn to develop and execute effective sales plans and strategies.
- Strengthen leadership and team management capabilities.
- Gain tools to forecast, measure, and optimize sales performance.
- Develop a customer-centric approach that drives sustainable growth.

The Program Flow

Day 1: The Role of Strategy in Sales Leadership

- The evolution of sales management in the modern business landscape.
- Linking sales strategy with organizational vision and market realities.
- Understanding sales leadership competencies and performance drivers.
- Case study: how leading organizations transformed sales into a strategic function.

Day 2: Strategic Sales Planning and Forecasting

- Analyzing markets, competition, and customer segments.
- Setting strategic sales goals and measurable performance indicators.
- Forecasting demand and managing pipelines effectively.
- Workshop: Creating a sales plan aligned with corporate objectives.



Day 3: Building and Leading High-Performance Sales Teams

- Recruiting, developing, and retaining top-performing sales professionals.
- Motivating teams through recognition, coaching, and empowerment.
- Managing diversity, collaboration, and accountability across teams.
- Role-play: conducting performance and coaching sessions with impact.

Day 4: Performance Management and Sales Analytics

- Using data and analytics to measure and enhance sales effectiveness.
- Developing KPIs and dashboards for performance tracking.
- Managing territories, quotas, and incentive systems.
- Practical exercise: analyzing sales data to identify performance gaps.

Day 5: Customer-Centric Strategies and Relationship Management

- Shifting from transactional selling to relationship-based value creation.
- Managing key accounts and long-term customer partnerships.
- Strategic negotiation, communication, and problem-solving skills.
- Action workshop: designing a customer engagement and retention strategy.

Individual Impact

- Gain a comprehensive understanding of strategic sales management principles.
- Strengthen leadership, analytical, and decision-making capabilities.
- Improve ability to plan, forecast, and measure sales performance.
- Build skills to inspire, manage, and develop high-performing sales teams.
- Enhance influence and confidence in leading sales strategy execution.

Work Impact

- Improve alignment between sales strategy and overall business direction.
- Enhance sales productivity, accountability, and profitability.
- Build stronger customer relationships and market positioning.
- Foster a culture of data-driven decision-making and performance excellence.
- Drive sustainable growth through empowered and strategic sales leadership.

Training Methodology

The program combines strategic insight with practical application to ensure immediate relevance and measurable impact.

Learning methods include:



- Real-world business case studies and benchmarking.
- Group workshops and sales planning simulations.
- Role-playing and leadership development exercises.
- Peer collaboration and best-practice sharing.
- Strategic toolkits for forecasting, team management, and performance tracking.

Beyond the Course

Upon completion, participants will be equipped to lead sales teams strategically and effectively.

They will leave with a clear framework for aligning people, processes, and performance to deliver consistent growth, customer value, and organizational success.

