

## Effective Sales Management & Best Practices

*Edinburgh (UK)*

*14 - 18 July 2025*

UK Training

# PARTNER



## Effective Sales Management & Best Practices

Code: CC28 From: 14 - 18 July 2025 City: Edinburgh (UK) Fees: 4700 Pound

### Introduction

Achieving outstanding sales results in an increasingly competitive world is a difficult task. Only by establishing a modern sales force management system and by training sales management personnel effectively, can today's firm compete. This course provides frontline sales managers with the knowledge, skills, and tools they need to drive bottom-line performance. It focuses on improving organization and forecasting skills, as well as other technical competencies aimed at guiding salespeople toward higher performance.

### Course Objectives of Effective Sales Management & Best Practices

- Design and deliver sales strategies, and organize sales territories.
- Use different forecasting models to optimize sales results.
- Appraise and train the sales team to generate increased sales and profits.
- Use their leadership and team-building abilities to improve sales and retain people.
- Carry out productive sales performance reviews and use a wide array of sales performance evaluation models.

### Effective Sales Management & Best Practices Course Outlines

#### Day 1

##### Sales management and the marketing mix

- Sales management defined.
- Sales management functions.
- The position of personal selling in the marketing mix.
- The sales competency model.
- Major mistakes sales managers make.

##### Planning, strategy, and organization

- Sales planning fundamentals
  - 'SWOT' analysis.
  - Formulating sales strategies.
  - Sales forecasting techniques.
- Organizing the sales force
  - Structuring and deploying the sales force.
  - Territory design, allocation, and management.
  - The build-up and breakdown territory design models.
  - Key account management: best practices.
  - Account analysis methods.

UK Training

**PARTNER**



## Day 2

### Sales cycle & process

- Tracking daily activities.
- Keeping accurate records.
- Analyzing closing ratios.
- Prospecting.
- Preparation.
- Approach.
- Presentation.
- Handling objections.
- Closing.
- Follow-up.

## Day 3

### Sales process management

- Understanding the psychology of the buyer.
- Characteristics of successful salespeople.
- Identifying the components of the sales process.
- Selling 'ASAP'.
- A framework for change in the sales force.
- The customer-driven salesforce.

### Sales management capstone competencies

- The recruitment of a sales force.
- Determining the number of salespeople models.
- Training and coaching the sales force
  - Developing and conducting a sales training program.
  - The field training process.

## Day 4

### Team leadership and motivation

- The team development cycle.
- Identifying team roles, strengths, and weaknesses.
- Coaching salespeople for peak performance.
- The sales coaching process.
- Leadership principles and skills.
- Situational leadership.
- Motivation guidelines and principles.
- The motivation mix.

## Day 5

### Sales performance management

UK Training

**PARTNER**



- The critical importance of setting standards.
- Types of standards.
- Characteristics of an effective appraisal system.
- Criteria for results-based evaluations.
- Qualitative and quantitative measures of performance.
- Sales evaluation models.

UK Training  
**PARTNER**



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)



UK Training  
**PARTNER**

The image shows 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. The board is set against a background of concentric circles.