BLACKBIRD FOR TRAINING

Sales Management Masterclass

4 – 8 January 2027
Düsseldorf (Germany)



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Ref: 3098_158056 **Date:** 4 – 8 January 2027 **Location:** Düsseldorf (Germany) **Fees:** 5200 GBP

Introduction

In today's dynamic business environment, developing effective sales strategies is crucial for achieving business growth and maintaining competitive advantage. The Sales Management MasterClass equips participants with in-depth knowledge on how to design and implement successful sales strategies and manage sales teams effectively. This advanced training will provide you with the essential skills to enhance sales performance, close more deals, and drive revenue. Whether you're a sales manager or a team leader, this course will help you leverage advanced sales techniques, optimize your sales process, and improve both personal and team performance, setting you on the path to sustained success.

Course Objectives

The Sales Management MasterClass is designed to provide you with the critical knowledge and skills needed to enhance sales performance. Upon completing this course, you will be able to:

- Develop a sales strategy that aligns with your business goals and drives performance.
- Understand the importance of developing sales strategies to stay competitive and grow revenue.
- Apply advanced sales techniques for handling objections, negotiating deals, and closing sales more effectively.
- Learn how to manage a sales team and motivate them to achieve higher performance.
- Master the art of effective sales management through actionable techniques and best practices.
- Gain insights into sales leadership and develop the necessary skills to manage customer expectations and build strong customer loyalty.
- Improve your ability to develop a sales strategy plan that addresses all stages of the sales funnel.

Course Outlines

Day 1: The Changing Business Environment

- Evolution of personal selling and its impact on sales strategies.
- The new sales competencies required in today's fast-paced market.
- Key behaviors, characteristics, and skills of a successful salesperson.
- Use of self-assessment instruments to evaluate your personal selling style and areas for improvement.



Day 2: Preparation and Self-Organization

- Setting sales targets and the importance of goal-setting in driving success.
- Personal management techniques to boost productivity and efficiency.
- Time management for salespeople: Tips and tools to maximize your workday.
- Understanding the psychology of selling and how it impacts buyer behavior.

Day 3: Mastering the Sales Process: From Initiation to Post-Sales

- The critical role of prospecting and how to identify your ideal customer profile.
- Understanding the sales funnel and effectively managing leads at each stage.
- Pre-approach: Conducting competitive analysis to understand and offset your competitor's advantages.
- Approach: Building a positive first impression and mastering the art of rapport building.
- How to present your Unique Selling Proposition USP and Customer Value Proposition CVP effectively.

Day 4: Mastering the Sales Process: Presentation, Objections, and Closing

- Sales presentations: How to create compelling and persuasive presentations.
- Handling objections: Understanding the reasons behind customer objections and how to address them effectively.
- Closing techniques: Recognizing buying signals and applying the right closing methods.
- Effective follow-up and retention strategies: Ensuring customer satisfaction and building long-term relationships.

Day 5: Professional Behavior with Customers

- The power of professional behavior in sales: How to build trust and credibility.
- Key principles of effective behavioral communication with customers.
- How to use both verbal and non-verbal communication styles to enhance rapport with clients and create lasting impressions.

Why Attend This Course: Wins & Losses!

Success in sales is determined by how well you develop a sales strategy and implement it across your team. If you're looking to improve sales performance and increase sales effectiveness, this course is tailored to provide you with practical tools to achieve these goals. Here's why you should attend:



- Learn how to develop a sales strategy that drives performance across all levels of your sales team.
- Gain insight into advanced sales techniques that will help you close deals faster and more efficiently.
- Discover ways to improve sales performance through a combination of process optimization, time management, and strategic thinking.
- Understand how to manage a sales team effectively, motivating and coaching your team members to achieve their targets.
- Learn proven sales leadership strategies that can enhance your ability to lead teams and develop future sales leaders.
- Get expert guidance on executive sales management training that aligns with today's fast-changing sales environment.

Conclusion

The Sales Management MasterClass is an essential training program for anyone looking to enhance their sales performance and master the art of sales management. Whether you're seeking to improve sales results, develop a more effective sales strategy, or learn advanced techniques to lead your sales team, this course provides the comprehensive knowledge and actionable skills you need.

By attending, you will gain a solid foundation in sales leadership, learn effective ways to manage a sales team, and walk away with the tools necessary to implement a successful sales strategy plan. This is your opportunity to transform your sales approach, achieve higher performance, and set your organization on a path to long-term success. Don't miss out on the chance to become a leader in the competitive field of sales!

