BLACKBIRD FOR TRAINING

Effective Sales Management & Best Practices

8 – 12 February 2027
Brussels (Belgium)



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Introduction

Achieving exceptional sales results in an increasingly competitive market is no easy feat. To succeed, companies must establish a modern sales force management system and provide their sales management teams with effective training. This course is designed to equip frontline sales managers with the knowledge, skills, and tools necessary to drive performance. It focuses on improving organizational and forecasting skills while also refining technical competencies that guide sales teams toward higher achievements.

The course emphasizes effective sales management techniques, ensuring that participants not only learn how to design winning sales strategies but also gain the leadership and team-building skills needed to improve sales performance across the board.

Course Objectives

- Design and deliver effective sales strategies, organizing sales territories to maximize coverage and efficiency.
- Utilize various forecasting models to predict and optimize sales results.
- Evaluate and train the sales team to boost productivity and drive profitability.
- Enhance leadership and team-building skills to improve overall sales performance and employee retention.
- Conduct comprehensive sales performance reviews using proven evaluation models to ensure continuous improvement.

Course Outlines

Day 1: Sales Management & the Marketing Mix

- Introduction to sales management and its role in business success.
- Understanding the marketing mix and the role of personal selling in this context.
- Identifying the sales competency model and common mistakes made by sales managers.
- Planning, strategy, and organization of sales efforts:
    - SWOT analysis to assess strengths, weaknesses, opportunities, and threats.
    - Creating sales strategies based on market analysis.
    - Effective sales forecasting techniques.
- Organizing the sales force:
    - Designing and managing sales territories.
    - Key account management and account analysis best practices.



Day 2: The Sales Cycle & Process

- Tracking daily activities of salespeople to maintain accuracy and efficiency.
- Record keeping and analyzing closing ratios for continuous improvement.
- Steps in the sales process:
    - Prospecting for new customers.
    - Preparation and approach.
    - Presentation, handling objections, and closing the sale.
    - Follow-up strategies for sustained customer engagement.

Day 3: Sales Process Management

- Understanding the psychology of the buyer and how to influence purchasing decisions.
- Identifying the characteristics of successful salespeople and applying them to your team.
- Defining the components of the sales process and introducing the ASAP As Soon As Possible selling technique.
- Building a customer-driven salesforce and preparing for change in sales strategies.
- Recruitment, training, and coaching the sales team:
    - How to recruit effectively.
    - Training and field training to develop sales skills.

Day 4: Team Leadership & Motivation

- Understanding the team development cycle and identifying team roles, strengths, and weaknesses.
- Coaching salespeople to peak performance and applying leadership principles.
- The application of situational leadership to adapt to various team needs.
- Motivation guidelines and principles to keep the sales team engaged and driven.
- Techniques for developing a motivational mix that suits your team.

Day 5: Sales Performance Management

- The critical importance of setting performance standards and how to implement them.
- Qualitative and quantitative measures of sales performance.
- Developing a sales evaluation system that delivers actionable insights.
- Utilizing sales evaluation models to measure success and identify areas for improvement.

Why Attend this Course: Wins & Losses!

Attending this Effective Sales Management & Best Practices course will empower you with the advanced tools and strategies needed to manage and improve your sales team's performance. By applying the techniques and frameworks provided, you'll be able to:

- Develop and execute advanced sales strategies that lead to measurable growth.
- Improve forecasting accuracy and optimize sales performance by employing data-driven methods.
- Motivate and coach your sales team to achieve higher levels of performance and retention.



- Utilize proven sales performance evaluation models to track progress and make necessary adjustments.

This course will give you the confidence to become an exceptional sales manager, with the ability to drive sales while fostering a high-performance culture within your team.

Conclusion

The Effective Sales Management & Best Practices course is essential for anyone looking to improve their sales management skills and learn the best practices for leading a high-performing sales team. Whether you are an experienced sales leader or new to the role, this course will equip you with advanced sales techniques that are proven to work.

Join us now and take the next step in mastering sales leadership skills, improving your team's sales performance, and boosting your organization's overall sales growth in a competitive market. Don't miss out on this opportunity to sharpen your skills and transform your sales strategy for long-term success.

