MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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MANAGING A WINNING SALES TEAM

"Lead, Motivate, and Empower Your Sales Force to Achieve Record-Breaking Results."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

The success of any business depends heavily on the strength, motivation, and performance of its sales team. Managing a sales team requires more than just setting targets—it demands strategic leadership, emotional intelligence, performance management, and the ability to inspire consistent results.

The Managing a Winning Sales Team course provides sales leaders, managers, and supervisors with the essential tools to build, coach, and sustain high-performing teams. Through a practical, results-driven approach, participants will learn how to align team goals with organizational objectives, drive accountability, and create a culture of excellence and motivation.

This program blends modern leadership techniques, motivational psychology, and proven sales management frameworks to help you transform an average sales team into a winning force.

Objectives

By the end of this course, participants will be able to:

- Understand the core principles of effective sales team leadership.
- Recruit, onboard, and retain top-performing sales talent.
- Set realistic, measurable sales goals and KPIs.
- Motivate and coach team members for continuous performance improvement.
- Implement effective territory and account management strategies.
- Build a culture of accountability, collaboration, and high morale.
- Analyze performance data to make informed management decisions.

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Why Attend

Sales leaders are often under immense pressure to deliver results while managing diverse teams with different personalities, skill levels, and motivations. This course helps you master the balance between leadership and management, equipping you with practical tools to motivate your team, increase productivity, and consistently meet sales targets.

You'll walk away with actionable strategies to develop, empower, and inspire your team to win more deals—even in challenging markets.

Target Audience

This course is suitable for:

- Sales Managers and Team Leaders
- Regional and Territory Sales Managers
- Business Development Managers
- Key Account Managers
- Supervisors transitioning into sales leadership roles
- Entrepreneurs leading sales-driven organizations

Individual Benefits

- Enhance leadership confidence and communication effectiveness.
- Learn to coach and mentor team members for long-term success.
- Improve time management and delegation skills.
- Develop strategies to handle underperformance and boost motivation.
- Strengthen emotional intelligence and resilience as a leader.
- Build credibility and trust within your sales team.

Organizational Benefits

- Boost overall sales team productivity and target achievement.
- Improve employee engagement and reduce turnover.
- Build a performance-driven sales culture across the organization.
- Strengthen communication and collaboration between departments.
- Create a structured, scalable sales management framework.
- Develop a pipeline of future sales leaders within the organization.

Instructional Methodology

The program follows a highly interactive and experiential approach, combining:

- Real-world sales management case studies
- Role-playing and team leadership simulations
- Group discussions and collaborative problem-solving
- Video examples of effective sales leadership in action
- Tools and templates for performance management and coaching
- Continuous feedback, reflection, and action planning

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Course Outline

Module 1: The Role of a Sales Leader

- Transitioning from salesperson to leader
- Key responsibilities and leadership styles
- Building credibility and influence

Module 2: Building and Structuring a Winning Sales Team

- Recruitment, selection, and onboarding best practices
- Defining roles, territories, and responsibilities
- Aligning individual goals with organizational strategy

Module 3: Setting Targets and Managing Performance

- Establishing KPIs and performance metrics
- Conducting performance reviews and feedback sessions
- Identifying and addressing performance gaps

Module 4: Motivating and Coaching for Success

- Understanding individual motivators and personality types
- Coaching techniques that drive lasting improvement
- Recognition, incentives, and rewards strategies

Module 5: Communication and Conflict Management

- Building open, transparent communication channels
- Managing difficult conversations and resolving conflicts
- Enhancing teamwork and collaboration

Module 6: Driving Results Through Leadership Excellence

- Creating accountability and ownership
- Leading through change and uncertainty
- Developing a continuous improvement mindset

Certification

Upon successful completion, participants will receive a Certificate in Managing a Winning Sales Team, recognizing their expertise in leadership, motivation, and performance management for high-achieving sales organizations.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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