

PROFESSIONAL SALES MANAGER

“Lead, Motivate, and Drive High-Performing Sales Teams to Achieve Outstanding Results.”

Schedule

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

► **Available delivery methods:** In-House Training

Introduction

Sales management is a strategic role that goes beyond supervising a team—it requires leadership, planning, coaching, and performance optimization. A professional sales manager ensures that teams achieve targets, maintain strong customer relationships, and execute sales strategies effectively.

The Professional Sales Manager course equips participants with the skills to lead, manage, and motivate sales teams for maximum performance. Participants will learn advanced sales management techniques, team leadership strategies, performance monitoring, and effective communication to drive results.

Objectives

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

- Understand the principles and responsibilities of effective sales management.
- Develop strategies to achieve sales targets and drive business growth.
- Lead, motivate, and coach sales teams for improved performance.
- Implement sales planning, forecasting, and pipeline management.
- Analyze sales data and KPIs to optimize team effectiveness.
- Build and maintain strong customer relationships.
- Handle challenges, conflicts, and underperformance in teams.
- Align sales strategies with organizational goals for maximum impact.

Why Attend

Managing a sales team requires a balance of leadership, strategy, and operational expertise. This course provides practical tools, actionable frameworks, and real-world techniques to help sales managers lead high-performing teams, achieve targets consistently, and drive organizational growth.

Target Audience

This course is suitable for:

- Sales Managers and Team Leaders
- Regional or Area Sales Supervisors
- Business Development Managers
- Account Managers responsible for sales teams
- Entrepreneurs and Business Owners managing sales operations
- Anyone aspiring to advance in sales management roles

Individual Benefits

- Gain confidence and competence in leading and motivating sales teams.
- Learn practical strategies to achieve sales targets and manage pipelines.
- Develop skills in coaching, mentoring, and performance management.
- Enhance decision-making and problem-solving abilities in sales contexts.
- Improve professional credibility and career growth in sales leadership.
- Build a structured approach to managing teams and customers effectively.

Organizational Benefits

- Improve team performance and achievement of sales targets.
- Enhance customer satisfaction and long-term loyalty.
- Strengthen strategic alignment between sales operations and business goals.
- Increase efficiency in sales planning, reporting, and forecasting.
- Foster a high-performance culture within the sales organization.
- Reduce turnover and build leadership capability within the team.

Instructional Methodology

The training uses an interactive, hands-on approach through:

- Case studies of successful sales management practices
- Role-playing exercises to handle team and customer scenarios
- Workshops on sales planning, forecasting, and pipeline management
- Group discussions and peer feedback on leadership challenges
- Coaching and mentoring simulations
- Practical exercises for KPI tracking, performance analysis, and reporting
- Continuous guidance, Q&A, and instructor support

Course Outline

- Module 1: Introduction to Sales Management Principles
- Module 2: Strategic Sales Planning and Forecasting
- Module 3: Leading and Motivating High-Performing Teams
- Module 4: Coaching, Mentoring, and Performance Management
- Module 5: Sales Process, Pipeline Management, and KPIs
- Module 6: Customer Relationship Management and Retention Strategies
- Module 7: Handling Conflicts, Objections, and Underperformance
- Module 8: Sales Data Analysis and Decision-Making
- Module 9: Aligning Sales Strategies with Business Objectives
- Module 10: Capstone Project – Designing and Managing a Sales Plan for Success

Certification

Upon successful completion, participants will receive a Certificate in Professional Sales Manager, recognizing their expertise in leading sales teams, driving performance, and achieving business growth.

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?

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