

Course Overview:

Effective sales management is a cornerstone of organizational growth, especially in highly competitive markets. This course empowers seasoned sales leaders with best practices in recruitment, training, motivation, and team leadership. Tailored for professionals responsible for revenue generation, it equips participants with the skills to drive team productivity, increase market penetration, and align sales efforts with strategic goals.

Course Objective:

- Implement customer-focused sales presentations to boost engagement and conversions.
- Apply structured methods for conducting individual and team performance reviews.
- Optimize key account strategies and drive deeper market penetration.
- Develop motivational leadership techniques tailored for sales teams.
- Facilitate productive training and administrative meetings to enhance team cohesion.

Course Outline:**Module 1: Leadership and Communication Skills Development**

- Traits of successful sales managers
- Overcoming communication barriers
- Active listening and questioning techniques
- Providing constructive feedback
- Reading and interpreting body language
- Leadership style assessment

Module 2: Improving Sales Team Effectiveness

- Consumer behavior analysis
- Persuasion principles by Dr. Cialdini
- Creating customer-focused sales presentations
- Techniques to maintain customer engagement
- Handling objections effectively
- Key account and territory management
- Planning for new business development

Module 3: Recruiting and Retaining High-Caliber Sales Talent

- Identifying traits of top sales performers
- Effective recruitment strategies
- Interview preparation and execution
- Onboarding and integration techniques
- Team-building fundamentals

Module 4: Motivating and Rewarding Sales Teams

- Role of positive mindset
- Motivation and demotivation factors
- Designing sales contests
- Managing underperformance
- Conducting impactful sales meetings

Training Language:**Training Methodology:**

The course combines various teaching methods, including instructor-led presentations, group discussions, case study analyses, and assessments through quizzes and a final exam to engage participants and ensure they understand and retain the material.

Venue | Date | Fees

Jubail | 09-11-2025 | 17,250 SAR

- Building award and recognition systems

Module 5: Coaching and Mentoring for Peak Performance

- Goal setting for improvement
- Managing rejection and setbacks
- Coaching for development
- Implementing change management
- Time management strategies
- Creating personal action plans

Module 6: Optimizing Key Account Management

- Classifying and prioritizing accounts
- Customer targeting aligned with company strategy
- Strategic account planning
- Relationship-building techniques
- Account retention strategies

Module 7: Conducting Effective Sales Meetings

- Agenda creation and structure
- Driving accountability
- Review and forecasting methods
- Fostering participation and feedback
- Post-meeting follow-ups

Module 8: Aligning Sales with Company Strategy

- Translating business goals into sales actions
- Building measurable targets
- Integrating cross-functional collaboration
- Strategic reporting frameworks
- Measuring ROI from sales activities

Module 9: Building a Reporting System for Sales Teams

- Defining key sales metrics
- Tools and software for tracking performance
- Establishing reporting cadences
- Analyzing sales data for decisions
- Driving continuous improvement

Module 10: Final Review and Action Planning

- Summarizing key learnings
- Group discussions on implementation challenges
- Personal development planning
- Course evaluation and feedback
- Final assessment and certification

Who Should Attend:

- Sales and Marketing Managers
- Sales and Marketing Directors
- Sales Trainers
- Sales Professionals transitioning into Sales Management