

### Course Overview:

In today's fiercely competitive marketplace, frontline sales managers play a pivotal role in driving organizational growth. This advanced course equips sales leaders with strategic tools to boost performance, optimize team capabilities, and increase profitability. Designed to meet the evolving needs of B2B and B2C environments, it offers practical insights for experienced professionals and those newly stepping into managerial roles.

### Course Objective:

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

- Define the key responsibilities and functions of effective sales management
- Develop strategic sales plans and optimize territory and resource allocation
- Build and lead high-performing sales teams through targeted recruitment and development
- Apply leadership techniques to motivate sales teams and reduce turnover
- Implement effective sales performance evaluations and feedback systems

### Course Outline:

#### Module 1: Sales Management Foundations

- Definition and scope of sales management
- Core functions and responsibilities
- Sales within the marketing mix
- Characteristics of high-impact sales managers

#### Module 2: Common Managerial Pitfalls

- Mistakes new sales managers make
- Impact of poor management on team performance
- Strategies to avoid common errors

#### Module 3: Sales Planning and Strategy

- Fundamentals of sales planning
- Strategic sales formulation
- Forecasting models and applications

#### Module 4: Sales Organization Design

- Structuring the salesforce
- Resource deployment
- Territory design and management

#### Module 5: Key Account Management (KAM)

- Principles of KAM
- Identifying and managing key accounts
- Aligning team structure with key client needs

#### Module 6: Recruitment and Training

- Building the right sales team
- Effective recruitment strategies
- Sales training and field coaching techniques

#### Module 7: Team Leadership and Motivation

- Leadership styles and principles
- Sales coaching frameworks

### Training Language:

EN / AR

### 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 | 20-07-2025 | 17,250 SAR

- Motivation theories in sales management

Module 8: Sales Performance Management

- Designing performance appraisal systems

- Benchmarking and setting standards

- Conducting reviews and providing feedback

Module 9: Capstone: Sales Management in Practice

- Integrating course competencies

- Group case study analysis

- Strategy presentation and peer feedback

Module 10: Assessment and Wrap-up

- Final exam and key takeaways

- Individual action plans

- Course feedback and close

### Who Should Attend:

- Sales Managers and Directors aiming to enhance team performance

- New managers preparing for leadership in sales

- Regional Sales Leaders seeking structured strategic guidance

- Business Development Managers transitioning into people management