EXECUTIVE PROGRAMME IN SALES & COMMERCIAL LEADERSHIP COURSE

Introduction

The Executive Programme in Sales & Commercial Leadership is an advanced executive development programme designed to equip sales directors, commercial managers, business development executives, key account managers and senior leaders with the strategic, analytical and leadership capabilities required to build high-performing sales organizations, accelerate revenue growth, strengthen customer relationships and improve commercial profitability. The programme moves beyond traditional selling techniques to examine sales as a strategic business function closely connected to marketing, customer experience, pricing, finance, operations and overall organizational strategy. Participants explore how to develop commercially sustainable growth strategies, manage complex sales cycles, build high-value customer portfolios, lead sales teams and use data to improve commercial decisions. Particular attention is given to sales strategy, revenue growth, value-based selling, strategic account management, sales forecasting, pipeline management, pricing, negotiation, customer profitability, digital selling and commercial performance management. The programme also addresses the changing nature of B2B and B2C markets, where customers increasingly expect organizations to demonstrate measurable value rather than simply sell products or services. Participants therefore learn how to transform sales teams from transaction-focused units into strategic commercial partners capable of creating, communicating and capturing customer value.

Course Objectives

- Develop and implement strategic sales and commercial plans aligned with organizational objectives.
- Design effective sales strategies for different markets, customer segments and competitive environments.

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- Develop and manage high-performing sales teams through effective leadership, coaching and performance management.
- Apply customer segmentation and account prioritization techniques to improve sales productivity.
- Develop sophisticated value propositions and consultative selling approaches.
- Manage sales pipelines, forecasts, territories and sales activities using reliable commercial data.
- Apply effective pricing, negotiation and revenue management strategies.
- Manage strategic accounts and build long-term, profitable customer relationships.
- Use CRM systems, analytics and digital technologies to improve sales effectiveness.
- Measure sales and commercial performance using meaningful KPIs, dashboards and financial indicators.
- Improve collaboration between sales, marketing, finance, operations and customer service.
- Develop commercially sustainable approaches to revenue growth, customer retention and profitability.

Course Modules

> Module 1: Strategic Sales & Commercial Management

- The strategic role of sales in organizational performance
- Linking sales strategy with corporate and marketing strategy
- Commercial strategy development and implementation
- Building sustainable revenue-growth strategies

> Module 2: Market Intelligence, Segmentation & Sales Opportunity Management

- Market analysis and competitive intelligence
- Customer segmentation and targeting
- Identifying and evaluating sales opportunities
- Territory, geographic and market portfolio management

> Module 3: Customer Value, Consultative & Solution Selling

- Understanding customer needs and buying behaviour
- Value propositions and customer value creation
- Consultative and solution-selling methodologies
- Managing complex customer buying processes

> Module 4: Sales Pipeline, Forecasting & Revenue Management
- Sales pipeline development and management
- Sales forecasting techniques and methodologies
- Opportunity qualification and conversion management
- Revenue forecasting, reporting and commercial dashboards

> Module 5: Strategic Account & Relationship Management
- Strategic account identification and classification
- Key account planning and development
- Customer retention and relationship strategies
- Customer lifetime value and account profitability

> Module 6: Pricing, Negotiation & Commercial Profitability
- Strategic pricing principles and approaches
- Value-based pricing and discount management
- Advanced sales negotiation strategies
- Margin protection and commercial profitability

> Module 7: Sales Leadership, Coaching & Performance Management
- Leadership of high-performing sales teams
- Sales coaching and capability development
- Sales targets, incentives and performance management
- Building accountability and a high-performance culture

> Module 8: Digital Sales, CRM & Commercial Analytics
- Digital transformation of sales functions
- CRM systems and customer-data management
- Sales analytics and data-driven decision-making
- Digital prospecting, social selling and virtual engagement

> Module 9: Sales Channels, Partnerships & Business Development
- Direct, indirect and hybrid sales channels
- Distributor, agent and partner management
- Strategic partnerships and business development
- Channel performance, governance and optimization

> Module 10: Commercial Performance, Growth & Transformation
- Sales KPIs and commercial performance dashboards

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- Revenue growth and customer acquisition strategies
- Sales productivity and process improvement
- Developing a commercial transformation roadmap