PROFESSIONAL SALES MANAGEMENT & SALES FORCE EFFECTIVENESS TRAINING COURSE

Introduction

The Professional Sales Management & Sales Force Effectiveness Programme is a comprehensive professional development programme designed to equip sales managers, commercial leaders, business development professionals and sales supervisors with the strategic, managerial, analytical and leadership capabilities required to build high-performing sales teams, improve sales productivity, strengthen customer coverage and achieve sustainable revenue growth. Modern sales management requires much more than setting targets and monitoring sales volumes. Sales leaders must be able to determine where sales resources should be deployed, identify the right customers, design effective territories, establish realistic targets, coach salespeople, manage pipelines, improve forecasting accuracy and use performance data to make timely commercial decisions. This programme provides a systematic approach to sales-force planning, sales strategy, territory management, target setting, sales coaching, performance management, pipeline management, forecasting, sales compensation, CRM and sales analytics. The programme also examines the human dimension of sales leadership. Participants explore how to recruit and develop sales talent, conduct effective coaching, motivate sales teams, manage performance gaps and establish a culture of accountability and continuous improvement. The programme incorporates contemporary approaches to CRM, digital selling, sales analytics and data-driven decision-making, enabling sales leaders to manage increasingly complex and technology-enabled commercial environments.

Course Objectives

- Develop effective sales-management strategies aligned with organizational objectives.
- Design and implement efficient sales-force structures and deployment models.
- Develop appropriate sales territories and customer coverage strategies.

- Set realistic sales targets, quotas and performance standards.
- Improve sales-force productivity and utilization of commercial resources.
- Recruit, onboard and develop high-performing sales professionals.
- Apply effective sales coaching, motivation and performance-management techniques.
- Manage sales pipelines and improve opportunity-conversion rates.
- Apply reliable sales forecasting and revenue-management techniques.
- Develop effective sales compensation and incentive structures.
- Use CRM systems, sales analytics and dashboards to improve sales decisions.
- Develop continuous sales-force effectiveness and improvement strategies.

Course Modules

> Module 1: Strategic Sales Management & Sales Leadership
- Strategic role of sales management in organizational performance
- Linking sales strategy with corporate and commercial objectives
- Sales-management structures and operating models
- Building a culture of sales accountability and excellence

> Module 2: : Sales Force Planning, Structure & Deployment
- Sales-force planning and capacity requirements
- Designing effective sales organizational structures
- Determining sales-force size and deployment
- Aligning sales resources with market opportunities

> Module 3: Sales Territory, Account & Customer Coverage Management
- Sales territory design and allocation
- Customer segmentation and account assignment
- Territory potential, workload and productivity analysis
- Optimizing customer coverage and sales routes

> Module 4: Sales Targets, Quotas & Performance Standards
- Sales target-setting methodologies
- Quota allocation and territory-based targets
- Sales activity and productivity standards
- Managing target achievement and performance gaps

> Module 5: Sales Recruitment, Onboarding & Capability Development

- Sales competency frameworks and job requirements
- Recruitment and selection of sales professionals
- Sales onboarding and induction programmes
- Continuous sales training and capability development

> Module 6: Sales Coaching, Motivation & Performance Management
- Principles and models of effective sales coaching
- Motivating and engaging sales teams
- Performance feedback and difficult conversations
- Managing underperformance and building accountability

> Module 7: Sales Pipeline & Opportunity Management
- Designing and managing the sales pipeline
- Lead qualification and opportunity assessment
- Sales conversion ratios and sales-cycle management
- Pipeline reviews and corrective interventions

> Module 8: Sales Forecasting & Revenue Performance Management
- Sales forecasting methods and techniques
- Forecast accuracy, bias and data quality
- Revenue forecasting and target tracking
- Forecast reviews and executive sales reporting

> Module 9: Sales Compensation, Incentives & Performance Analytics
- Designing effective sales compensation structures
- Commission, bonus and incentive systems
- Linking rewards with desired sales behaviours and results
- Sales KPIs, dashboards and performance analytics

> Module 10: CRM, Digital Sales & Sales Force Transformation
- CRM systems and sales-process management
- Digital selling, automation and productivity tools
- Sales analytics and data-driven decision-making
- Developing a sales-force effectiveness transformation roadmap