



*Training Course:
Effective sales planning, strategy, and Execution*

*15 - 19 December 2025
Amsterdam (Netherlands)*

Training Course: Effective sales planning, strategy, and Execution

Training Course code: PS234965 From: 15 - 19 December 2025 Venue: Amsterdam (Netherlands) - Training Course Fees: 5500 € Euro

Introduction

Effective sales planning, strategy, and execution are essential components for the growth and success of any business. Sales professionals and teams must be equipped with the knowledge, skills, and tools to create effective sales strategies, understand and leverage data and analytics to drive performance, communicate effectively with partners, and negotiate and manage valuable partnerships. This training program is designed to provide sales professionals with the necessary competencies to succeed in today's competitive sales environment.

Objectives

The objectives of the Effective sales planning, strategy, and Execution are:

- Understand the importance of strategic thinking and planning in the context of sales teams
- Develop a clear understanding of sales targets and create action plans to achieve them
- Analyze data and identify key trends and insights to inform strategic decision-making
- Develop strategic frameworks to guide decision-making and drive growth
- Identify and prioritize opportunities for growth and innovation
- Create a roadmap for implementation and monitor progress against targets
- Understand the role of data in sales and marketing decision-making
- Identify and analyze key sales and marketing metrics to track performance and inform decision-making
- Develop effective dashboards and reports to communicate insights and drive action
- Understand statistical analysis and machine learning techniques to uncover hidden patterns in data
- Develop a deep understanding of customer behavior and preferences to inform sales and marketing strategies
- Use A/B testing and experimentation to optimize sales and marketing tactics
- Understand the sales process and identify areas for improvement
- Use process mapping and analysis to identify bottlenecks and inefficiencies
- Develop and implement process improvements to increase efficiency and effectiveness
- Build effective cross-functional partnerships to optimize the sales process
- Measure the impact of process improvements on key metrics
- Develop a continuous improvement culture to drive ongoing process optimization
- Understand the importance of effective communication and collaboration in sales and partnerships
- Develop strong partnerships with cross-functional stakeholders to drive sales growth
- Use communication tools and techniques to build trust and strengthen relationships with partners
- Manage conflicts and resolve issues to maintain healthy partnerships
- Communicate effectively with partners and present data and insights in a clear and concise manner
- Develop and implement effective project plans to manage and execute on partnership initiatives

- Understand the importance of effective negotiation and deal-making in sales and partnerships
- Develop strong negotiation skills and strategies to secure valuable partnerships
- Understand the key drivers of value in partnerships and develop win-win solutions
- Manage risk and uncertainty in partnership agreements
- Build long-term partnerships and maintain healthy relationships
- Evaluate the success of partnership agreements and make data-driven decisions to optimize future partnerships
- Understand the key responsibilities of sales management and leadership
- Develop effective sales strategies and plans to achieve targets
- Build and manage high-performing sales teams
- Develop effective incentive plans and commission structures to motivate and retain sales staff
- Monitor sales KPIs and develop strategies to address performance gaps
- Develop effective sales training and coaching programs to continuously improve sales staff performance
- Collaborate with cross-functional teams to optimize the overall sales function

Competences

Upon completion of this training program, participants will be able to

- Develop effective sales strategies and plans to achieve targets
- Analyze and interpret sales and marketing data to make data-driven decisions
- Identify and implement process improvements to increase sales efficiency and effectiveness
- Communicate effectively with partners and cross-functional teams
- Negotiate effectively and manage valuable partnerships
- Build and manage high-performing sales teams

Methodologies

To achieve the objectives and competencies outlined above, the training program will utilize a variety of methodologies, including:

- **Interactive Lectures:** Interactive lectures will be used to introduce new concepts and best practices in sales planning, strategy, and execution. Lectures will be delivered by experienced sales professionals and industry experts and will be designed to engage participants and encourage discussion and questions.
- **Case Studies:** Case studies will be used to provide real-world examples of successful sales planning, strategy, and execution. Participants will be encouraged to analyze the case studies, identify key success factors, and apply these principles to their own organizations.
- **Group Exercises:** Group exercises will be used to encourage collaboration and problem-solving. Participants will work together to develop sales strategies, analyze data, and develop effective communication and negotiation skills.

- **Role-playing:** Role-playing exercises will be used to simulate real-world sales scenarios and allow participants to practice their communication and negotiation skills in a safe and controlled environment.
- **Self-Assessments:** Self-assessments will be used to help participants identify their strengths and weaknesses in key sales competencies, and develop a personalized plan to improve their skills and knowledge.
- **Online Learning:** Online learning modules will be provided to participants to reinforce key concepts and provide opportunities for self-paced learning.
- **Coaching and Feedback:** Participants will have the opportunity to receive coaching and feedback from experienced sales professionals and trainers throughout the program. This will provide participants with personalized guidance and support to help them achieve their learning objectives.

Overall, the training program will be designed to be interactive, engaging, and practical, with a focus on helping participants develop the skills and competencies they need to succeed in today's competitive sales environment.

Target audience

This training program is designed for sales professionals at all levels who are looking to develop their skills and knowledge in sales planning, strategy, and execution. It is particularly relevant for sales managers, sales directors, business development professionals, and anyone responsible for driving sales growth and performance in their organization.

Participants should have a basic understanding of sales and marketing concepts and be open to learning new techniques and strategies to improve their sales effectiveness.

Course Outlines

Day 1 Strategic Thinking and Planning

- Understanding the importance of strategic thinking and planning for sales teams
- Defining clear sales targets and creating action plans to achieve them
- Analyzing data and identifying key trends and insights to inform strategic decision-making
- Develop strategic frameworks to guide decision-making and drive growth
- Identifying and prioritizing opportunities for growth and innovation
- Creating a roadmap for implementation and monitoring progress against targets

Day 2 Sales and Marketing Analytics

- Understanding the role of data in sales and marketing decision-making
- Identifying and analyzing key sales and marketing metrics to track performance and inform decision-making

- Developing effective dashboards and reports to communicate insights and drive action
- Understanding statistical analysis and machine learning techniques to uncover hidden patterns in data
- Developing a deep understanding of customer behavior and preferences to inform sales and marketing strategies
- Using A/B testing and experimentation to optimize sales and marketing tactics

Day 3 Sales Process Improvement

- Understanding the sales process and identifying areas for improvement
- Using process mapping and analysis to identify bottlenecks and inefficiencies
- Developing and implementing process improvements to increase efficiency and effectiveness
- Building effective cross-functional partnerships to optimize the sales process
- Measuring the impact of process improvements on key metrics
- Developing a continuous improvement culture to drive ongoing process optimization

Day 4 Communication and Collaboration

- Understanding the importance of effective communication and collaboration in sales and partnerships
- Developing strong partnerships with cross-functional stakeholders to drive sales growth
- Using communication tools and techniques to build trust and strengthen relationships with partners
- Managing conflicts and resolving issues to maintain healthy partnerships
- Communicating effectively with partners and presenting data and insights in a clear and concise manner
- Developing and implementing effective project plans to manage and execute partnership initiatives

Day 5 Negotiation and Deal-Making

- Understanding the importance of effective negotiation and deal-making in sales and partnerships
- Developing strong negotiation skills and strategies to secure valuable partnerships
- Understanding the key drivers of value in partnerships and developing win-win solutions
- Managing risk and uncertainty in partnership agreements
- Building long-term partnerships and maintaining healthy relationships

- Evaluating the success of partnership agreements and making data-driven decisions to optimize future partnerships

Day 6 Sales Management

- Understanding the key responsibilities of sales management and leadership
- Developing effective sales strategies and plans to achieve targets
- Building and managing high-performing sales teams
- Developing effective incentive plans and commission structures to motivate and retain sales staff
- Monitoring sales KPIs and developing strategies to address performance gaps
- Developing effective sales training and coaching programs to continuously improve sales staff performance
- Collaborating with cross-functional teams to optimize the overall sales function

Registration form on the Training Course: Effective sales planning, strategy, and Execution

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