



*Training Course:  
Sales Management Best Practices*

*27 - 31 October 2025  
Kigali (Rwanda)*

## Training Course: Sales Management Best Practices

Training Course code: SM234568 From: 27 - 31 October 2025 Venue: Kigali (Rwanda) - Training Course Fees: 5950 € Euro

### Introduction

This course is designed to give the sales teams the critical skills they require to recruit, train, and motivate a highly-productive sales team.

This course focuses on sales best practices to increase revenue growth through higher sales effectiveness and market penetration.

Sales managers will learn how to create a positive environment by implementing recognition and incentive training courses to build teamwork and promote healthy competition.

Topics covered a range from motivation to goal setting, to recruiting and retention strategies, to presentation skills and handling objections.

### Course Objectives of Sales Management Best Practices

- Best practices for recruiting and interviewing top salespeople
- Goal setting, sales planning, and new business development
- Sales leadership and team motivation
- Training, mentoring and coaching skills
- Negotiation strategies and handling sales objections
- Apply best practices for conducting individual and team performance reviews
- Implement a strategy to optimize key accounts and market penetration
- Develop the skills to better motivate and lead sales team members
- Conduct productive sales training and administrative meetings

### Organizational Impact Sales Management Best Practices

This training course will give your sales managers the leadership skills and best practices they require to increase sales effectiveness and profitability.

- A streamlined process for recruiting, interviewing and training salespeople
- Enhanced professionalism image in the marketplace
- Increased revenue growth through higher sales effectiveness

- A higher level of team morale and reduced employee turnover
- Improved customer satisfaction and retention
- Expanded market penetration through greater sales territory

## Personal Impact of Sales Management Best Practices

The training course gives participants sales management best practices to lead a highly successful sales team.

- Be able to use listening and questioning skills to improve communication effectiveness
- Have the persuasion skills to negotiate win-win outcomes
- Know how to train, coach and mentor salespeople to increase sales
- Understand the strengths and weaknesses of their leadership style
- Have the tools to recruit and retain successful salespeople
- Be able to use recognition and reward program to build teamwork

## Course Outline of Sales Management Best Practices

Day 1: Leadership and Communication Skills Development:

- 7 Leadership Traits of Highly-successful Sales
- Identifying and Overcoming Communication Barriers in the Workplace
- Enhanced Listening and Questioning Skills to Improve Communication
- Techniques for Providing Constructive Feedback
- Interpreting Key Body Language Gestures
- Assessing Your Leadership Style's Strengths and Weaknesses

Day 2: Improving Sales Team Effectiveness:

- Understanding Consumer Behavior: 5 Reasons Customers Don't Buy
- Dr. Cialdini's Principles of Persuasion
- Designing a Powerful "customer-focused" Sales Presentation
- Techniques for Maintaining Your Customer's Interest and Involvement

- Step-by-Step Process for Effectively Handling Customer Objections
- Territory and Key Account Management to Maximize Market Penetration
- New Business Development Planning

#### Day 3: Principles for Recruiting and Retaining a High-Caliber Sales Team:

- Characteristics of Successful Salespeople
- Recruiting Top-producing Sales Professionals
- The Importance of Pre-interview Preparation and Planning
- Best Practices for the Interviewing and Hiring Process
- Is your sales team ready for takeoff?
- Applying Team Building Principles

#### Day 4: Best Practices to Reward and Motivate Your Sales Team:

- The Impact of a Positive Mental Attitude
- Factors that Motivate and Demotivate People
- Sales Contest Ideas to Increase Sales and Promote Teamwork
- How to Turnaround Under-performing Salespeople
- Keys in Conducting Effective Sales Meetings
- Designing Award and Recognition Programmes

#### Day 5: Essential Coaching and Mentoring Skills:

- Goals Setting Principles for Continuous Improvement
- Handling the Negative Impact of Rejection and Setbacks
- Mentoring and Coaching Salespeople to Achieve Peak-performance
- Change Management Best Practices
- How to Manage Your Time to Increase Daily Productivity
- What is your Action Plan?



## Registration form on the Training Course: Sales Management Best Practices

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.