



*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 €

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

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Payment Method

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