



*Training Course:
Advanced Sales Planning and Strategy*

*19 - 23 October 2026
Madrid (Spain)*

Training Course: Advanced Sales Planning and Strategy

Training Course code: SM234966 From: 19 - 23 October 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

The Sales Strategy and Planning Advanced Training Program is designed to provide participants with a comprehensive understanding of advanced sales techniques and best practices to drive business growth. The program covers key topics such as strategic planning, data analytics, communication and leadership, sales enablement, budgeting, and forecasting.

Objectives

The objectives of the Sales Strategy and Planning Advanced Training Program are to enable participants to:

- Lead strategic planning efforts to achieve sales targets
- Use data analytics to drive insights and inform decision-making
- Develop effective communication and leadership skills to collaborate with cross-functional teams
- Develop and implement sales enablement strategies to drive sales growth
- Develop and implement effective budgeting and forecasting strategies
- Identify opportunities to improve sales processes and mechanisms

Competencies

The Sales Strategy and Planning Advanced Training Program will help participants develop the following competencies:

- Strategic planning and execution
- Data analytics and insights
- Communication and leadership
- Sales enablement and growth
- Financial planning and forecasting

Target Audience

The Sales Strategy and Planning Advanced Training Program is designed for sales professionals, sales managers,

and sales leaders who are responsible for sales planning and strategy. It is also suitable for individuals who are interested in developing their knowledge and skills in sales operations, data analytics, communication and leadership, sales enablement, and financial planning.

Participants should have some prior experience in sales and a basic understanding of sales concepts and strategies.

Methodologies

Methodologies for the advanced sales planning and strategy training program:

- Case studies: Real-life scenarios can help participants understand complex concepts and decision-making processes.
- Role-playing: This will allow participants to practice their communication, leadership, and sales skills in a simulated environment.
- Data analysis workshops: This can provide hands-on experience in using data to gain insights into sales performance and identify areas for improvement.
- Interactive lectures: This will allow for the transfer of knowledge and best practices from subject matter experts in a dynamic and engaging way.
- Group discussions and brainstorming: This will provide participants with the opportunity to share their experiences and perspectives, as well as work collaboratively to generate new ideas.
- Exercises and simulations: This will allow participants to practice critical skills and receive immediate feedback from facilitators and peers.
- Action learning projects: This will provide participants with the opportunity to apply what they have learned to a real business challenge, gaining valuable experience and demonstrating the impact of their newly acquired skills.

Training Outlines

Strategic Planning and Sales Leadership

- This Topic will focus on advanced techniques for strategic planning, including creating and executing a sales plan, identifying and prioritizing growth opportunities, and building strong relationships with other teams.
- Participants will learn to develop and implement plans to achieve their targeted plan.

Data Analytics and Advanced Reporting

- This Topic will teach participants how to analyze data, interpret insights, and make data-driven decisions.
- Participants will learn advanced data analysis techniques, including using statistical models and visualizing data to drive strategic decisions. They will also learn to create custom dashboards and reports to monitor

and track progress toward sales goals.

Communication and Leadership Development

- This Topic will focus on developing advanced communication and leadership skills, including how to influence executive decision-making and drive cross-functional collaboration.
- Participants will learn to effectively communicate complex ideas and data to stakeholders at all levels, manage through ambiguity and complexity, and simplify business processes between sales and other functions.

Sales Enablement

- This Topic will teach participants how to create effective sales enablement programs, including developing sales training and coaching, creating collateral and playbooks, and optimizing sales processes and systems.
- Participants will learn how to identify opportunities to enhance sales performance, and design effective programs to drive growth and increase revenue.

Budgeting and Forecasting

- This topic will teach participants how to create and manage budgets and forecasts, including working closely with the finance department to set targets.
- Participants will learn how to develop accurate revenue forecasts and budgeting, and design the commissions for clients to achieve the budgeted Commission rate.

Sales Performance Optimization

- This topic will focus on optimizing sales performance, including analyzing clients' conversion rates and identifying opportunities to increase them.
- Participants will also learn to identify opportunities to enhance the NPS and CSAT of restaurants, monitor key sales KPIs, and develop and maintain MBR, QBR, and WBR reports to track sales performance and brand performance.

Registration form on the Training Course: Advanced Sales Planning and Strategy

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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:
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 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
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