



*Training Course:
Sales Management Best Practices*

*7 - 11 December 2026
Madrid (Spain)*

Training Course: Sales Management Best Practices

Training Course code: SM234618 From: 7 - 11 December 2026 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip frontline and mid-level sales managers with the advanced capabilities required to lead high-performing sales teams in today's competitive markets.

Achieving superior sales results requires more than individual selling skills—it demands a structured sales management system, effective leadership, and data-driven decision-making. This program focuses on enhancing managerial competencies in planning, forecasting, team development, and performance management to drive sustainable business growth.

Participants will gain practical tools and frameworks to organize sales operations, coach their teams effectively, and improve overall sales productivity and profitability.

Course Objectives

By the end of this program, participants will be able to:

- Demonstrate the core competencies of effective sales managers
- Design and implement sales strategies aligned with business objectives
- Apply sales forecasting techniques to optimize performance
- Structure and manage sales territories efficiently
- Recruit, train, and develop high-performing sales teams
- Conduct effective coaching and performance evaluation sessions
- Apply leadership and motivation techniques to enhance team productivity
- Use performance metrics and evaluation models to drive results

Target Audience

- Sales Managers and Supervisors
- Team Leaders in Sales Functions
- Business Development Managers
- Key Account Managers transitioning to leadership roles
- Professionals responsible for managing sales teams

Training Outline

Day 1: Sales Management Fundamentals & Marketing Integration

- Definition and scope of sales management
- Key functions of sales management
- Role of personal selling within the marketing mix
- Sales competency frameworks
- Common mistakes in sales management and how to avoid them

Day 2: Sales Planning, Strategy & Organization

- Fundamentals of sales planning
- SWOT analysis for sales strategy development
- Formulating effective sales strategies
- Sales forecasting methods and techniques
- Structuring and organizing the sales force
- Territory design, allocation, and management
- Key account management best practices
- Account analysis and prioritization methods

Day 3: Sales Process & Customer-Centric Management

- Understanding buyer psychology and behavior
- Characteristics of high-performing salespeople
- Managing the sales process effectively
- Customer-driven sales force concepts
- Frameworks for improving sales performance
- Driving change within sales teams

Day 4: Building & Developing the Sales Force

- Recruitment and selection of sales personnel
- Determining optimal sales force size
- Designing and delivering sales training programs
- Coaching and mentoring sales teams
- Field training techniques and best practices
- Continuous development of sales capabilities

Day 5: Leadership, Motivation & Performance Management

- Leadership styles and principles in sales management
- Situational leadership approaches
- Team development and role identification
- Motivation strategies and performance drivers
- Sales coaching for peak performance
- Performance management systems and standards
- Sales evaluation models qualitative and quantitative
- Conducting effective performance appraisals

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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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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