



*Training Course:
Sales Management Best Practices*

*28 December 2026 - 1 January 2027
Amsterdam (Netherlands)*

Training Course: Sales Management Best Practices

Training Course code: SM234568 From: 28 December 2026 - 1 January 2027 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip sales managers with the leadership, strategic, and operational skills required to build and sustain high-performing sales teams.

In today's competitive environment, organizations must go beyond traditional sales approaches by adopting structured management practices that enhance team productivity, improve customer engagement, and drive revenue growth. This program focuses on empowering sales leaders to recruit, train, motivate, and retain top talent while implementing best practices in sales planning, coaching, and performance management.

Participants will gain practical tools to foster a positive, results-driven culture, improve team effectiveness, and maximize market penetration.

Course Objectives

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

- Apply best practices in recruiting and interviewing high-performing salespeople
- Develop effective sales plans and goal-setting frameworks
- Lead and motivate sales teams to achieve higher performance
- Design and deliver impactful sales training and coaching sessions
- Apply negotiation techniques and manage customer objections effectively
- Conduct structured performance reviews for individuals and teams
- Optimize key account strategies and expand market reach
- Build a high-performance culture through motivation and recognition programs

Target Audience

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

Training Outline

Day 1: Leadership & Communication Skills for Sales Managers

- The 7 key traits of highly successful sales leaders
- Identifying and overcoming communication barriers
- Advanced listening and questioning techniques
- Providing constructive and performance-based feedback
- Understanding and interpreting body language
- Assessing personal leadership styles and effectiveness

Day 2: Enhancing Sales Team Effectiveness & Performance

- Understanding customer behavior and buying barriers
- Dr. Cialdini's principles of persuasion in sales
- Designing customer-focused sales presentations
- Techniques for maintaining customer engagement
- Handling objections using structured approaches
- Territory and key account management strategies
- New business development planning

Day 3: Recruiting & Retaining High-Performance Sales Teams

- Characteristics of successful sales professionals
- Strategies for recruiting top talent
- Pre-interview planning and structured hiring processes
- Best practices in interviewing and selection
- Assessing team readiness and performance levels
- Team building principles and practices

Day 4: Motivation, Rewards & Team Engagement

- The impact of mindset and attitude on performance
- Motivational drivers and barriers
- Designing sales contests and incentive programs
- Managing underperforming team members
- Conducting effective sales meetings
- Developing recognition and reward systems

Day 5: Coaching, Mentoring & Performance Optimization

- Goal-setting principles for continuous improvement
- Managing rejection and maintaining team resilience
- Coaching and mentoring techniques for peak performance
- Change management in sales environments
- Time management for sales managers
- Developing actionable sales plans
- Final review and action planning

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):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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