



*Training Course:
Effective sales planning, strategy, and Execution*

*4 - 8 May 2026
Lisbon (Portugal)*

Training Course: Effective sales planning, strategy, and Execution

Training Course code: PS234965 From: 4 - 8 May 2026 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € Euro

Introduction

Effective sales planning, strategy, and execution are essential components for the growth and success of any business. Sales professionals and teams must be equipped with the knowledge, skills, and tools to create effective sales strategies, understand and leverage data and analytics to drive performance, communicate effectively with partners, and negotiate and manage valuable partnerships. This training program is designed to provide sales professionals with the necessary competencies to succeed in today's competitive sales environment.

Objectives

The objectives of the Effective sales planning, strategy, and Execution are:

- Understand the importance of strategic thinking and planning in the context of sales teams
- Develop a clear understanding of sales targets and create action plans to achieve them
- Analyze data and identify key trends and insights to inform strategic decision-making
- Develop strategic frameworks to guide decision-making and drive growth
- Identify and prioritize opportunities for growth and innovation
- Create a roadmap for implementation and monitor progress against targets
- Understand the role of data in sales and marketing decision-making
- Identify and analyze key sales and marketing metrics to track performance and inform decision-making
- Develop effective dashboards and reports to communicate insights and drive action
- Understand statistical analysis and machine learning techniques to uncover hidden patterns in data
- Develop a deep understanding of customer behavior and preferences to inform sales and marketing strategies
- Use A/B testing and experimentation to optimize sales and marketing tactics
- Understand the sales process and identify areas for improvement
- Use process mapping and analysis to identify bottlenecks and inefficiencies
- Develop and implement process improvements to increase efficiency and effectiveness
- Build effective cross-functional partnerships to optimize the sales process
- Measure the impact of process improvements on key metrics
- Develop a continuous improvement culture to drive ongoing process optimization
- Understand the importance of effective communication and collaboration in sales and partnerships
- Develop strong partnerships with cross-functional stakeholders to drive sales growth
- Use communication tools and techniques to build trust and strengthen relationships with partners
- Manage conflicts and resolve issues to maintain healthy partnerships
- Communicate effectively with partners and present data and insights in a clear and concise manner
- Develop and implement effective project plans to manage and execute on partnership initiatives

- Understand the importance of effective negotiation and deal-making in sales and partnerships
- Develop strong negotiation skills and strategies to secure valuable partnerships
- Understand the key drivers of value in partnerships and develop win-win solutions
- Manage risk and uncertainty in partnership agreements
- Build long-term partnerships and maintain healthy relationships
- Evaluate the success of partnership agreements and make data-driven decisions to optimize future partnerships
- Understand the key responsibilities of sales management and leadership
- Develop effective sales strategies and plans to achieve targets
- Build and manage high-performing sales teams
- Develop effective incentive plans and commission structures to motivate and retain sales staff
- Monitor sales KPIs and develop strategies to address performance gaps
- Develop effective sales training and coaching programs to continuously improve sales staff performance
- Collaborate with cross-functional teams to optimize the overall sales function

Target audience

- Designed for sales professionals at all levels seeking to enhance their skills in sales planning, strategy, and execution
- Particularly relevant for sales managers, sales directors, and business development professionals
- Suitable for individuals responsible for driving sales growth and improving organizational performance
- Targeted at professionals aiming to strengthen their strategic and operational sales capabilities
- Requires a basic understanding of sales and marketing concepts
- Intended for participants who are open to learning new techniques and adopting advanced sales strategies
- Focused on improving overall sales effectiveness and results-driven performance

Course Outlines

Day 1: Strategic Thinking and Sales Planning

- Understanding the importance of strategic thinking and planning for sales teams
- Defining clear sales targets and creating action plans to achieve them
- Analyzing data and identifying key trends and insights to inform strategic decision-making
- Developing strategic frameworks to guide decision-making and drive growth
- Identifying and prioritizing opportunities for growth and innovation
- Creating a roadmap for implementation and monitoring progress against targets

Day 2: Sales and Marketing Analytics

- Understanding the role of data in sales and marketing decision-making
- Identifying and analyzing key sales and marketing metrics to track performance and inform decisions
- Developing effective dashboards and reports to communicate insights and drive action
- Understanding statistical analysis and machine learning techniques to uncover hidden patterns
- Developing a deep understanding of customer behavior and preferences
- Using A/B testing and experimentation to optimize sales and marketing tactics

Day 3: Sales Process Optimization and Continuous Improvement

- Understanding the sales process and identifying areas for improvement
- Using process mapping and analysis to identify bottlenecks and inefficiencies
- Developing and implementing process improvements to increase efficiency and effectiveness
- Measuring the impact of process improvements on key metrics
- Developing a continuous improvement culture to drive ongoing optimization
- Building effective cross-functional partnerships to optimize the sales process

Day 4: Communication, Collaboration, and Negotiation

- Understanding the importance of effective communication and collaboration in sales and partnerships
- Developing strong partnerships with cross-functional stakeholders to drive sales growth
- Using communication tools and techniques to build trust and strengthen relationships
- Managing conflicts and resolving issues to maintain healthy partnerships
- Communicating effectively and presenting data and insights clearly and concisely
- Developing and implementing effective project plans to manage partnership initiatives
- Understanding the importance of negotiation and deal-making in sales
- Developing strong negotiation skills and strategies to secure valuable partnerships
- Understanding the key drivers of value in partnerships and creating win-win solutions
- Managing risk and uncertainty in partnership agreements

Day 5: Sales Management and Performance Excellence

- Understanding the key responsibilities of sales management and leadership
- Developing effective sales strategies and plans to achieve targets
- Building and managing high-performing sales teams
- Developing effective incentive plans and commission structures
- Monitoring sales KPIs and addressing performance gaps
- Developing sales training and coaching programs to enhance team performance
- Collaborating with cross-functional teams to optimize the overall sales function
- Building long-term partnerships and maintaining strong relationships
- Evaluating the success of partnership agreements and making data-driven decisions for future optimization

Registration form on the Training Course: Effective sales planning, strategy, and Execution

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