



*Training Course:
Advanced Sales Planning and Strategy*

*21 - 25 June 2027
Lisbon (Portugal)*

Training Course: Advanced Sales Planning and Strategy

Training Course code: SM234966 From: 21 - 25 June 2027 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € Euro

Introduction

In a competitive and fast-changing market, effective sales planning and strategy are critical for achieving revenue targets, optimizing resources, and sustaining business growth. Organizations must align sales activities with overall business objectives while leveraging data, market insights, and structured planning frameworks.

This program, designed by Global Horizon Training Center, equips participants with advanced tools, frameworks, and practical techniques to develop, implement, and optimize sales strategies that drive performance and competitive advantage.

Course Objectives

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

- Develop comprehensive sales plans aligned with business strategy
- Analyze markets, customers, and competitive landscapes
- Set realistic sales targets and KPIs
- Design effective sales strategies and models
- Optimize sales processes and pipelines
- Allocate resources and manage territories efficiently
- Use data and analytics for decision-making
- Improve revenue growth and sales performance

Target Audience

This program is designed for:

- Sales Managers and Team Leaders
- Business Development Professionals
- Account and Territory Managers
- Sales Strategists and Planners
- Entrepreneurs and Business Owners
- Professionals involved in revenue generation

Outline

Day 1: Sales Strategy Foundations

- Role of sales in business strategy
- Sales planning frameworks
- Market and customer analysis
- Competitive positioning
- Sales models and approaches

Day 2: Market Analysis and Target Setting

- Market segmentation and targeting
- Demand forecasting techniques
- Setting sales targets and quotas
- Territory planning and management
- Resource allocation

Day 3: Sales Process and Pipeline Management

- Sales funnel and pipeline stages
- Lead generation and qualification
- Opportunity management
- CRM systems and tools
- Sales performance tracking

Day 4: Execution, Negotiation, and Performance Optimization

- Sales execution strategies
- Negotiation and closing techniques
- Managing sales teams
- Performance management and KPIs
- Continuous improvement

Day 5: Data-Driven Sales and Strategic Growth

- Sales analytics and reporting
- Data-driven decision-making
- Revenue optimization strategies
- Strategic account management
- Case studies and action planning

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

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