



*Training Course:  
Sales Management Best Practices*

*11 - 15 January 2027  
Casablanca (Morocco)*

## Training Course: Sales Management Best Practices

Training Course code: SM234568 From: 11 - 15 January 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € 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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
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
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.