



*Training Course:
Sales & Sales Management for Professionals*

*25 - 29 January 2027
Madrid (Spain)*

Training Course: Sales & Sales Management for Professionals

Training Course code: SM234619 From: 25 - 29 January 2027 Venue: Madrid (Spain) - Training Course Fees: 5775 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to provide participants with a comprehensive foundation in sales and sales management, combining both practical skills and strategic understanding.

The program is ideal for individuals starting a career in sales, as well as experienced professionals seeking to refresh and enhance their selling techniques in line with modern market dynamics. It covers the full sales cycle—from prospecting and opportunity planning to negotiation and closing—while also emphasizing self-management and performance optimization.

Participants will develop the mindset, behaviors, and competencies required to succeed in today's evolving sales environment, including consultative selling, relationship management, and influencing customer decisions.

Course Objectives

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

- Identify and apply professional selling behaviors and skills
- Develop personal habits that enhance sales effectiveness
- Understand and execute each stage of the sales process
- Apply negotiation techniques and effectively handle objections
- Build and manage customer relationships strategically
- Influence customer decisions and improve sales outcomes
- Enhance self-management and performance in sales roles

Target Audience

- Sales Representatives and Executives
- Business Development Professionals
- Account Managers
- Customer-Facing Staff
- New entrants into sales roles
- Professionals seeking to understand sales functions

Training Outline

Day 1: The Evolving Sales Environment & Core Competencies

- Evolution of personal selling marketing, consultative, strategic, partnering, social selling
- Key competencies of modern sales professionals
- Behaviors, characteristics, and skills of successful salespeople
- Measuring sales performance using key indicators
- Identifying root causes of sales challenges
- Personal selling profile assessment

Day 2: Self-Management & Sales Preparation

- Personal management and self-mastery
- Planning and organizing sales activities
- Positive self-talk and mindset development
- Building a professional image in sales
- Time management techniques for sales professionals
- Understanding the psychology of selling
- Developing strategies for personal sales success

Day 3: The Sales Process & Execution Excellence

- Prospecting and qualifying leads
- Pre-approach and customer preparation
- Effective approach techniques
- Sales presentations and product/service demonstrations
- Handling objections and resistance
- Closing techniques and deal finalization
- Follow-up strategies and relationship maintenance
- Product vs. service selling approaches

Day 4: Negotiation Skills for Sales Professionals

- Principles of effective negotiation
- Communication skills in negotiation
- Planning and structuring negotiations
- Concession strategies and value exchange
- The six elements of successful sales negotiation
- Questioning and probing techniques
- Understanding BATNA and negotiation limits

Day 5: Customer Relationship Management & Influence

- Fundamentals of building strong customer relationships
- Key rules for successful relationship management
- The role of attitude in influencing customers
- Advanced sales communication techniques
- Influencing customer decisions and outcomes
- Strengthening long-term client engagement
- Final case study and practical application

Registration form on the Training Course: Sales & Sales Management for Professionals

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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:
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Personal E-Mail:
Official E-Mail:

Company Information

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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
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