



# **Sales Force Management: A New Age Sales Management Course**

21 - 25 Jul 2025  
Madrid



**AGILE LEADERS**  
Training Center



# Sales Force Management: A New Age Sales Management Course

**Ref.:** 36070\_251927 **Date:** 21 - 25 Jul 2025 **Location:** Madrid **Fees:** 4800 **Euro**

## Overview:

Welcome to the "Sales Management Analysis and Decision Making Training Course," an integral part of our sales training program. This course equips sales representatives and managers with comprehensive tools and skills necessary for successful retail sales. Our approach goes beyond traditional sales training courses, delving deep into Sales Management Analysis and Decision Making processes. The program focuses on using cutting-edge sales management tools, along with insights from sales performance management market analysis. Unlike other sales management courses, we provide an extensive Burlington sales training course experience, which is known for its proven sales performance management analysis techniques.

## Target Audience:

This course will be beneficial for:

- Sales Representatives
- Retail Sales Managers
- Sales Managers
- Professionals seeking advanced Sales Skills Training
- Anyone interested in Sales Management Decision Making

## Targeted Organizational Departments:

- Sales and Marketing
- Retail Operations
- Customer Engagement
- Sales Force Management

## Targeted Industries:

The course is particularly beneficial for industries including:

- Retail
- FMCG
- Automobile
- Real Estate
- Technology and Software firms implementing sales engagement platforms

## Course Offerings:

By the end of the course, participants will be able to:

- Implement effective Sales Management Process
- Enhance Sales Skills Training and apply them in real-world scenarios
- Use Sales Management Tools for sales force management
- Understand and leverage Sales Engagement Platforms
- Carry out Sales Performance Management Analysis
- Make data-driven decisions through Sales Management Analysis and Decision Making

## Training Methodology:

The training methodology involves interactive sessions, group work, case studies, and feedback sessions. The course includes practical training sales scenarios, hands-on with sales engagement platforms, and data-driven sales management analysis and decision making exercises. Participants will explore different sales engagement definitions and understand the interplay between sales engagement vs sales enablement.

## Course Toolbox:

The toolbox includes:

- Workbooks and reading materials for all modules
- Access to top-rated sales engagement platforms for hands-on experience
- Software for Sales Performance Management Analysis
- Templates and checklists for Sales Management Process and Decision Making

## Course Agenda:

### Day 1: Understanding the Changing World of Sales Management

- Topic 1: Introduction and The Changing World of Sales Management
- Topic 2: Challenges in the Sales Organization Environment
- Topic 3: Sales Management Responses
- Topic 4: Describing the Personal Selling Function
- Topic 5: Sales Management Process
- Reflection & Review

### Day 2: Organizational Strategies and the Sales Function



- Topic 1: Organizational Strategies and the Sales Function
- Topic 2: Organizational Strategy Levels
- Topic 3: Business Strategy and the Sales Function
- Topic 4: Marketing Strategy and the Sales Function
- Topic 5: Sales Strategy Framework
- Reflection & Review

### **Day 3: Developing the Salesforce**

- Topic 1: Acquiring Sales Talent: Recruitment and Selection
- Topic 2: Importance of Recruitment and Selection
- Topic 3: Recruitment and Selection Process
- Topic 4: Continual Development of the Salesforce: Sales Training
- Topic 5: Role of Sales Training in Salesforce Socialization
- Reflection & Review

### **Day 4: Directing the Salesforce**

- Topic 1: Sales Leadership, Management, and Supervision
- Topic 2: Situational Sales Leadership Perspectives
- Topic 3: Sales Leadership Styles
- Topic 4: Power and Sales Leadership
- Topic 5: Motivation and Reward System Management
- Reflection & Review

### **Day 5: Determining Salesforce Effectiveness and Performance**

- Topic 1: Evaluating the Effectiveness of the Organization
- Topic 2: Sales Organization Audit
- Topic 3: Sales Organization Effectiveness Evaluations
- Topic 4: Sales Analysis
- Topic 5: Evaluating the Performance of Salespeople
- Topic 6: Purposes of Salesperson Performance Evaluations
- Reflection & Review

## **How This Course is Different from Other Sales Management Training Courses:**

Our Sales Management Analysis and Decision Making Training Course goes beyond just teaching; we aim to create a transformational experience. This course combines the best elements of traditional sales manager training and Burlington sales training course, resulting in a holistic approach to sales management. With an in-depth focus on sales performance management analysis and sales force management, our course sets the stage for real-world application and success in sales. In addition, the use of sales engagement platforms provides an edge in understanding customer behaviors and



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enhancing sales techniques.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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## CONTACT US

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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in

We also offer online training sessions through the Zoom platform.



- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
- Turkey**  
Istanbul
- Georgia**  
Tbilisi
- Azerbaijan**  
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- UAE**  
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