

Mastering Sales Engagement: A Comprehensive Training Course

18 – 22 January 2027
Amsterdam

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Training Center

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Ref: 36067_5518 **Date:** 18 – 22 January 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Overview:

The "Sales Engagement Training Course" is a carefully crafted blend of sales representative training and courses for sales that aim to enhance your skills in the retail and corporate sales world. This sales training program is unlike any other, with a unique emphasis on engagement and personal interaction. We prioritize sales skills training and sales manager training to ensure you're equipped with the necessary tools to excel in your sales journey. Our course merges the traditional elements of sales training courses with the innovative techniques of the Burlington sales training course. This unique combination offers a broader and more in-depth understanding of the sales engagement platforms, sales engagement definition, and the distinctions between sales engagement and sales enablement.

Target Audience:

- Sales Representatives
- Sales Managers
- Retail Sales Personnel
- Newcomers in Sales

Targeted Organizational Departments:

- Sales and Marketing
- Business Development
- Customer Relations
- Retail Operations

Targeted Industries:

- Retail Industry
- Information Technology and Software Industry
- Manufacturing Industry
- Service Industry

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Course Offerings:

Participants will:

- Understand the fundamentals of Sales Engagement
- Learn how to adopt and integrate a comprehensive Sales Engagement strategy into their existing sales process
- Acquire skills to embed personalized sales techniques and omnichannel approaches in existing sales practices
- Develop strategies for effective A/B testing and revenue efficiency in a modern sales organization
- Train to plan and implement account-based sales strategies effectively
- Gain insights into ramping up new sales representatives faster and developing a world-class sales development team
- Learn how to build a modern sales tech stack, taking into consideration the active/passive approach and the key elements of swift adoption
- Develop techniques to promote a culture of empathy, relevance, and continuous improvement in sales engagement
- Train to strategize and align modern sales, success, and marketing teams using sales engagement
- Gain insights into predicting future sales trends and aligning the entire team around the customer experience.

Training Methodology:

Our sales engagement training course uses a blend of case studies, group work, interactive sessions, and feedback sessions. We use real-world scenarios from retail sales training and corporate sales to provide hands-on experience. The training sales approach we use ensures active participation and immersive learning, providing an in-depth understanding of sales engagement platforms and their use in various industries.

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Course Toolbox:

- Comprehensive course manual
- Practical exercises workbook
- Case studies of sales engagement strategies
- Access to top sales engagement platforms
- A/B testing toolkits
- Sales engagement sequence templates
- Guides for account-based sales strategies
- Digital resources for sales manager training
- Access to an online peer discussion forum
- Sales management course materials
- Guidelines for building a sales tech stack

Course Agenda:

Day 1: Understanding Sales Engagement and Its Importance

- **Topic 1: The State of Modern Sales**
- Common Factors Holding Your Sales Org Back
- So How Do You Crack the Success Code?
- Sales Engagement: The Next Step in the Communication Revolution
- How Difficult Is It to Adopt a Sales Engagement Mindset?

- **Topic 2: How Sales Engagement Solves Seven Major Business Pain Points**
- Seven Major Business Pain Points Solved by Sales Engagement

- Reflection & Review

Day 2: Essential Elements of a Strong Sales Engagement Strategy

- **Topic 1: Humanizing Sales with Personas, Personalization, and Relevance**
- Hyper-personalization Wins Every Time, Right? Wrong.
- The Number One Technique I Do Not Recommend Is Choosing More Than One Technique
- Account Sourcing: How We Do It at Outreach
- Automate, When to Send, and Why It Pays to Work Weekends
- Implementing Persona Research in the Sales Process
- Max's Take: Relevance Is Key

- **Topic 2: The Future Is Omnichannel and That Future Is Now**
- Sequences: The New Secret Weapon
- The Outreach Sales Process for Balancing E-mail Quality and Quantity

- Reflection & Review

Day 3: The Science of Sales: A/B Testing and Revenue Efficiency

- **Topic 1:Why A/B Testing Is Mission-critical to Any Sales Org**
- A/B Testing: The Critical Ingredient for a Modern Sales Playbook
- The Metrics That Matter and Ones That Don't
- How to Shine a Light on the Prospect That's Gone Dark
- Other Areas to A/B Test

- **Topic 2: Achieving Revenue Efficiency: Metrics to Measure in a Modern Sales Org**
- Standardizing Your Sales Development Funnel
- Define the Top of Your Funnel
- The Impact of Increased Efficiency
- Reflection & Review

Day 4: Onboarding New Reps and Account-Based Sales Strategies

- **Topic 1: The Key to Ramping New Reps Faster**
- The Four Traits of World-Class SDRs
- My Evolving Adventures as an SDR
- The 3 Things Great Sales Leaders Do

- **Topic 2: Account-based Sales Strategies for the Modern Seller**
- Defining an Account-based Approach
- Account-based Plays Are Key to Converting Target Accounts
- Sales Engagement Technology Is Critical for Account-based Sales Play Execution
- Eliminate the Dreaded Handoff

- Reflection & Review

Day 5: Aligning Modern Sales, Success, Marketing, and Future of Sales Engagement

- **Topic 1: How to Align Modern Sales, Success, and Marketing with Sales Engagement**
- Developing a Reliable Attribution Model
- Expand Your Event Horizons
- Align on a Messaging Strategy
- A Proper Handoff
- Establishing Empathy

- **Topic 2: Building a Modern Sales Tech Stack**
- Sales Engagement Has Become the Must-have Line Item
- What to Know When Implementing a Sales Engagement Platform
- Your Sales Engagement Platform Evaluation Checklist

- **Topic 3: Predicting What's Next in Sales**
- The Future of Sales
- Phone Skills Will Be Critical Again
- LinkedIn Will Be a Primary Channel
- Omnichannel Is Required
- Review Your Sales Process for Manual Processes
- Align the Entire Team Around the Customer Experience

- Reflection & Review

How This Course is Different from Other Sales Engagement Training Courses:

Our "Sales Engagement Training Course" blends the best of traditional and innovative sales methodologies. It incorporates sales representative and sales manager training from a wide range of courses for sales. Unlike other sales training courses, our course offers unique retail sales training and insights from the reputable Burlington sales training course. We focus on understanding sales engagement platforms and provide a clear sales engagement definition. Additionally, we elucidate the differences between sales engagement vs sales enablement, ensuring a comprehensive understanding of all elements of sales.