



Sales Force Management: A New Age Sales Management Course

19 - 23 Jan 2027
Barcelona



Sales Force Management: A New Age Sales Management Course

Ref.: 36070_5722 **Date:** 19 - 23 Jan 2027 **Location:** Barcelona **Fees:** 5700 **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



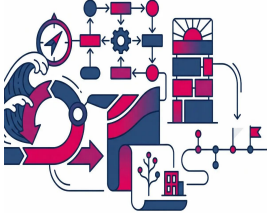
Day 5: Determining Salesforce Effectiveness and Performance

- 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 enhancing sales techniques.

Training Course Categories



Agile PM and Project Management Training Courses



Certified Courses By International Bodies



Communication and Public Relations Training Courses



Data Analytics Training and Data Science Courses



Environment & Sustainability Training Courses



Finance and Accounting Training Courses



Governance, Risk and Compliance Training Courses



Human Resources Training and Development Courses



IT Security Training & IT Training Courses



Leadership and Management Training Courses



Legal Training, Procurement and Contracting Courses



Maintenance Training and Engineering Training Courses

Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



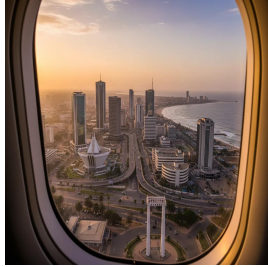
Secretarial and Administration Training Courses



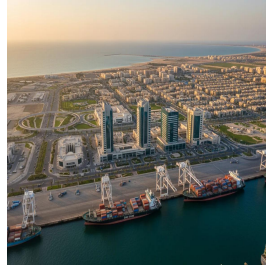
Training Cities



Abu Dhabi - UAE



Accra - Ghana



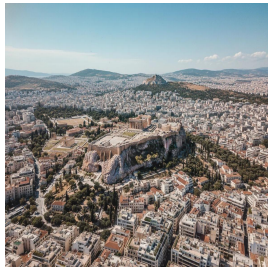
Al Jubail - Saudi Arabia



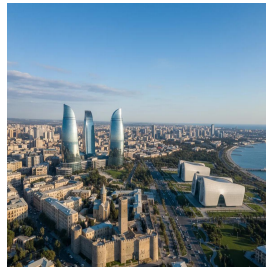
Amman - Jordan



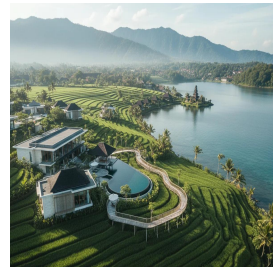
Amsterdam - Netherlands



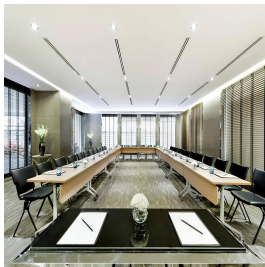
Athens - Greece



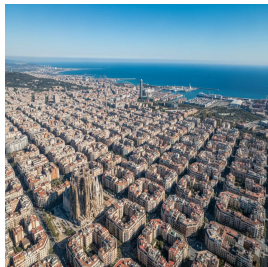
Baku - Azerbaijan



Bali - Indonesia



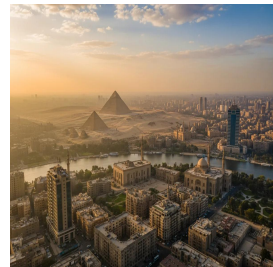
Bangkok - Thailand



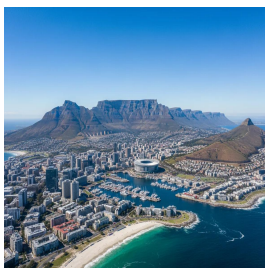
Barcelona - Spain



Berlin - Germany



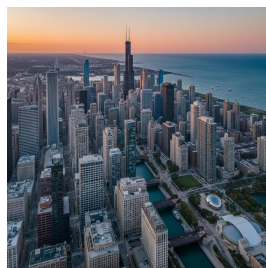
Cairo - Egypt



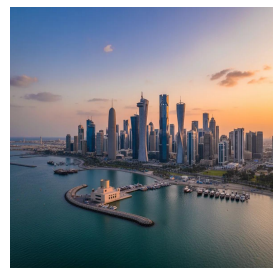
Cape town - South Africa



Casablanca - Morocco



Chicago - USA



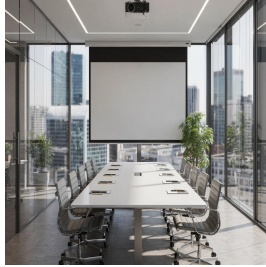
Doha - Qatar



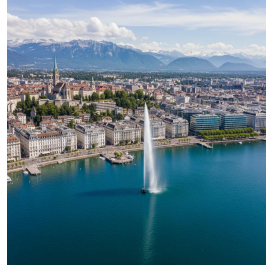
Training Cities



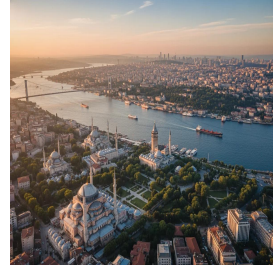
Dubai - UAE



Frankfurt - Germany



Geneva - Switzerland



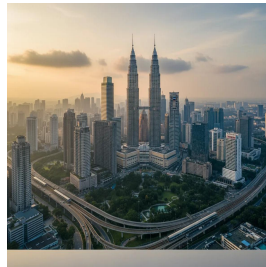
Istanbul - Turkey



Jakarta - Indonesia



Johannesburg - South Africa



Kuala Lumpur - Malaysia



Kuwait - Kuwait



Langkawi - Malaysia



Lisbon - Portugal



London - UK



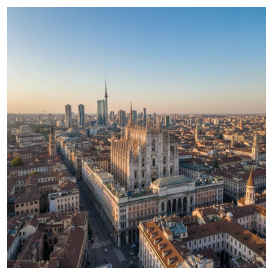
Madrid - Spain



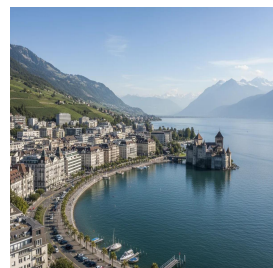
Manama - Bahrain



Marbella - Spain



Milan - Italy



Montreux - Switzerland



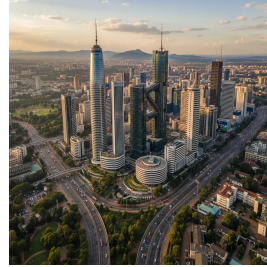
Training Cities



Munich - Germany



Muscat - Oman



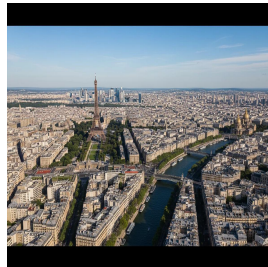
Nairobi - Kenya



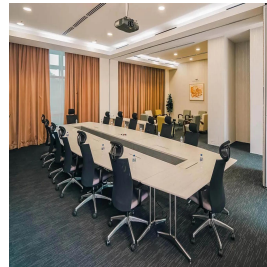
New York - USA



Nice - France



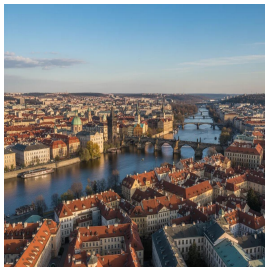
Paris - France



Phuket - Thailand



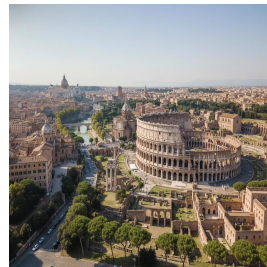
Porto - Portugal



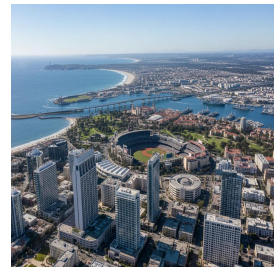
Prague - Czech Republic



Riyadh - Saudi Arabia



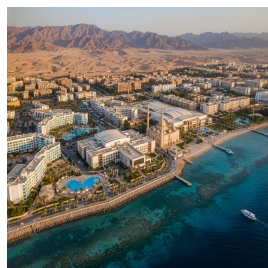
Rome - Italy



San Diego - USA



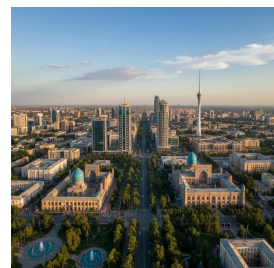
Seoul - South Korea



Sharm El-Sheikh - Egypt



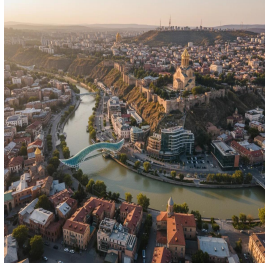
Singapore - Singapore



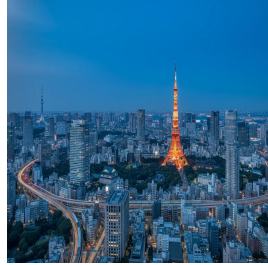
Tashkent - Uzbekistan



Training Cities



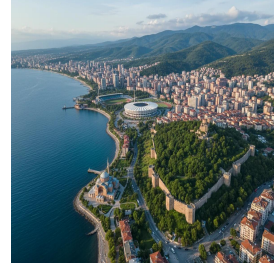
Tbilisi - Georgia



Tokyo - Japan



Toronto - Canada



Trabzon - Turkey



Vienna - Austria



Zanzibar - Tanzania



**Zoom - Online
Training**