# Sales Force Management: A New Age Sales Management Course

30 Jun - 04 Jul 2026
Barcelona

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# Sales Force Management: A New Age Sales Management Course

**Ref.:** 36070_5723 **Date:** 30 Jun - 04 Jul 2026 **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

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## 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

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## 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

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### 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.

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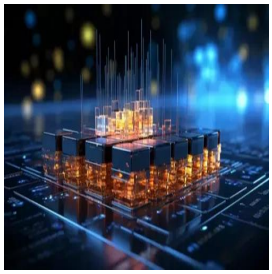
# Training Course Categories

**Finance and Accounting Training Courses**

**Agile PM and Project Management Training Courses**

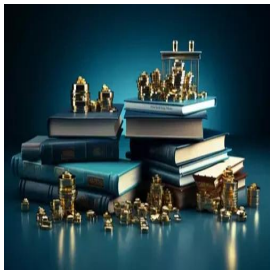
**Certified Courses By International Bodies**

**Communication and Public Relations Training Courses**



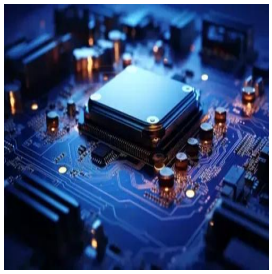
**Data Analytics Training and Data Science Courses**

**Environment & Sustainability Training Courses**



**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**

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# Training Course Categories

**Marketing, Customer Relations, and Sales Courses**

**Occupational Health, Safety and Security Training Courses**

**Oil & Gas Training  and Other Technical Courses**

**Personal & Self-Development Training Courses**

**Quality and Operations Management Training Courses**

**Secretarial and Administration Training Courses**

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# Training Cities

Accra - Ghana

Amman - Jordan

Amsterdam - Netherlands

Athens - Greece

Baku - Azerbaijan

Bali - Indonesia

Bangkok - Thailand

Barcelona - Spain

Cairo - Egypt

Cape town - South Africa

Casablanca - Morocco

Chicago - USA

Doha - Qatar

Dubai - UAE

Geneva - Switzerland

Istanbul - Turkey

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# Training Cities

Jakarta - Indonesia

Johannesburg - South Africa

Kuala Lumpur - Malaysia

Langkawi - Malaysia

London - UK

Madrid - Spain

Manama - Bahrain

Milan - Italy

Montreux - Switzerland

Munich - Germany

Nairobi - Kenya

Paris - France

Phuket - Thailand

Prague - Czech Republic

Rome - Italy

San Diego - USA

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# Training Cities

**Sharm El-Sheikh - Egypt**

**Tbilisi - Georgia**

**Tokyo - Japan**

**Trabzon - Turkey**

**Vienna - Austria**

**Zanzibar - Tanzania**

**Zoom - Online Training**

# 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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