



Sales Force Management: A New Age Sales Management Course

08 - 12 Jun 2026
Amsterdam



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Ref.: 36070_5734 **Date:** 08 - 12 Jun 2026 **Location:** Amsterdam **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



Continues Professional Development (CPD) Certified Courses



Data Analytics Training and Data Science Courses



Environment & Sustainability Training Courses



Finance and Accounting Training Courses



Governance, Risk and Compliance Training Courses



HR TRAINING & DEVELOPMENT

Human Resources Training and Development Courses



IT Security Training & IT Training Courses



Leadership and Management Training Courses



PROCUREMENT LEGAL TRAINING CONTRACTING COURSES

Legal Training, Procurement and Contracting Courses



Training Course Categories



**Maintenance Training
and Engineering
Training Courses**



**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



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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.



AGILE LEADERS
Training Center

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