Mastering Sales Engagement: A Comprehensive Training Course

26 - 30 Jan 2026
Montreux

AGILE LEADERS
Training Center

Mastering Sales Engagement: A Comprehensive Training Course

Ref.: 36067_58483 **Date:** 26 - 30 Jan 2026 **Location:** Montreux **Fees:** 7500 **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.

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

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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

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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

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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.

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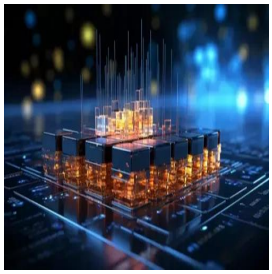
Training Course Categories

Finance and Accounting Training Courses

Agile PM and Project Management Training Courses

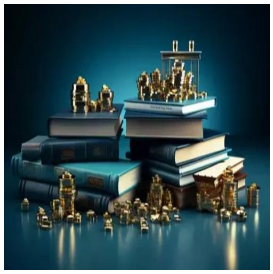
Certified Courses By International Bodies

Communication and Public Relations Training Courses



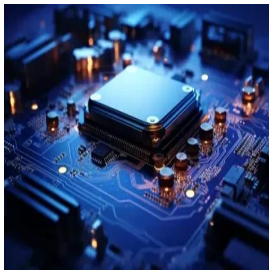
Data Analytics Training and Data Science Courses

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

Kuwait - Kuwait

Langkawi - Malaysia

London - UK

Madrid - Spain

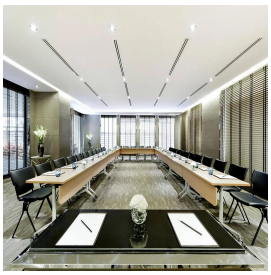
Manama - Bahrain

Milan - Italy

Montreux - Switzerland

Munich - Germany

Muscat - Oman



Nairobi - Kenya

Paris - France

Phuket - Thailand

Prague - Czech Republic

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Training Cities

Rome - Italy

San Diego - USA

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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