Sales Force Management: A New Age Sales Management Course

14 – 18 December 2026
Addis Ababa

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Ref: 36070_224833 **Date:** 14 – 18 December 2026 **Location:** Addis Ababa **Fees:** 4500 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

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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.