



International Training
Center Paris

TRAINING SCHEDULE



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SALES MANAGEMENT AND LEADERSHIP

Overview:

The Sales Management and Leadership training program is designed to provide sales managers with the skills and knowledge necessary to effectively lead and manage a sales team. The program covers a range of topics, including sales strategy development, performance management, coaching, team motivation, and leadership best practices.

Objectives:

- Develop an advanced understanding of sales management and leadership
- Learn to develop and implement effective sales strategies
- Develop skills in sales team performance management and coaching
- Understand the importance of team motivation and leadership best practices

Throughout the program, participants will engage in lectures, case studies, group discussions, and practical exercises to help them develop the skills necessary to succeed in sales management and leadership. By the end of the training program, participants will have an advanced understanding of sales management and leadership, be able to develop and implement effective sales strategies, develop skills in sales team performance management and coaching, and understand the importance of team motivation and leadership best practices.

Targeted Groups:

- Sales managers
- Sales team leads
- Sales directors
- Business development managers with team responsibilities
- Professionals transitioning to sales leadership roles

Planning:

Day 1: Introduction to Sales Management and Leadership

- Overview of sales management and leadership
- Understanding the sales management role
- Developing a sales management plan

Day 2: Sales Strategy Development

- Understanding the importance of sales strategy
- Developing a sales strategy plan
- Best practices for implementing a sales strategy

Day 3: Sales Team Performance Management

- Identifying key performance metrics
- Developing a performance management plan
- Techniques for monitoring and evaluating performance

Day 4: Sales Team Coaching and Motivation

- Techniques for coaching and developing sales team members
- Understanding the importance of motivation in sales
- Best practices for motivating and incentivizing sales teams

Day 5: Leadership Best Practices

- Developing leadership skills
- Understanding leadership styles and their impact on sales teams
- Best practices for effective sales leadership