



Becoming A Professional Sales Manager

Duration: 5 Days

Language: en

Course Code: PM1-106

Objective

Upon completion of this course, participants will be able to:

- Focus your sales strategy and aim your offers at your target audience.
- Motivate and encourage your sales team.
- Create effective incentives to push your scores up.
- Measure your success against competitor sales teams.
- Monitor performance and identify underperformance.
- Manage underperformance and support sales assistants.
- Develop consistent and helpful training modules to support sales upskills.
- Understand the impact of sales within the wider business.
- Undertake successful coaching sessions to aid team development.
- Recruit potential talent and provide development opportunities to people who excel.

Audience

This training is designed for anyone responsible for managing and developing a sales team. It would be particularly beneficial for:

- Sales Managers
- Sales Directors
- Training Managers
- CFOs
- Business Owners
- Frontline Sales teams
- Recruitment Officers
- HR Personnel

Training Methodology

This course uses various adult learning methods to help participants fully understand and comprehend. Participants will participate in interactive presentations to learn how motivational techniques can help a successful sales team.

They will conduct group work using the provided tools to assess incentives and commission-based structures under the current budget. Each participant will participate in role-playing activities to perfect their sales techniques and understand how to converse with team members who are underperforming effectively.

Summary

Sales teams are the driving force behind revenue generation in any organization—but behind every high-performing team is a strategic and skilled sales manager. This course is designed to equip current and aspiring sales leaders with the tools and knowledge needed to lead with impact. From setting clear performance goals and KPIs to managing team motivation and designing competitive commission structures, participants will learn how to align daily operations with long-term business growth.

Through practical insights into performance auditing, strategic planning, and incentive design, this course empowers sales managers to proactively address challenges, boost team effectiveness, and ensure sustainable profitability. Whether you're stepping into a new leadership role or looking to refine your existing skills, this training will help you lead your sales team with confidence and purpose.

Course Content & Outline

Section 1: Sales Management Basics

- Selecting the right team members for your sales team.
- How to present a positive attitude.
- What your target audience is looking for.
- How to remain productive.
- Your roles and functions as a manager.
- Mistakes to avoid when managing a sales team.

Section 2: Planning & Performance Strategies

- How to structure an effective sales team.
- Creating your optimum sales strategy.
- Sales basics and how to overcome common challenges.
- Forecasting and setting targets.
- Territory design and allocation.
- Monitoring systems and techniques.

Section 3: Sales Processes & Management Schemes

- Sales team psychology.
- Successful salespeople and how to create a winning team.
- Your sales milestones.
- Identifying your ideal process roadmap.

Section 4: Sales Management Competencies

- Your recruitment strategy.
- Key Performance Indicators.
- Critical tasks and training.
- Training, upskilling, and development.
- Being a good role model.

Section 5: Managing Motivation & Performance

- Assessment and inventory of KPIs.
- Your leadership skills in relation to team performance.
- Initiating difficult conversations.
- Sharing conversion indicators.
- Handling rejection and taking on feedback.
- Celebrating peak performance.

Section 6: Strategy Evaluation

- Setting your strategic roadmap.
- Standards of practice and an expected performance matrix.
- Analytics and reporting systems and audit.
- Accurate record keeping.
- Understanding your reports to make positive change.
- Feedback and review to aim for continuous improvement.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Management & Leadership, Sales & Marketing

Tags

Profits , Customer , management , Motivation , Sales

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How To Become a Sales Manager in 2025: Qualifications and Tips

Embarking on the Sales Manager journey involves more than skills – it requires education, experience, and traits. Learn the essentials, from degrees that stand out to strategic work history. Develop leadership qualities and watch your professional journey elevate.