



# Professional Sales Manager

## Venue Information

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**Venue:** London UK

**Place:**

**Start Date:** 2026-06-23

**End Date:** 2026-06-27

## Course Details

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**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** P,CS,SAMC

**Course Code:** P,CS,SAMC-1

## Syllabus

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### Skilllinkx Professional Sales Manager Course

#### Course Objectives:

By the end of this program, participants will be able to:

- Exhibit the key traits of an outstanding sales manager.
- Accurately plan sales forecasts and quotas.
- Conduct effective sales coaching and counseling sessions.
- Recruit and train a high-performing sales team to drive revenue growth.
- Demonstrate leadership and team-building skills to enhance sales outcomes.
- Schedule and execute productive coaching sessions and performance reviews.

#### Course Syllabus:

##### Day 1: Sales Management Fundamentals

- Roles and Responsibilities of a Sales Manager
- Common Mistakes in Sales Management
- Introduction to Sales Planning and Strategy

### **Day 2: Strategic Sales Planning**

- Structuring and Deploying the Sales Force
- Developing Comprehensive Sales Strategies
- Fundamentals of Sales Planning
- Sales Forecasting: Principles and Techniques
- Territory Design, Allocation, and Management

### **Day 3: Sales Process Optimization**

- Understanding Buyer Psychology
- Traits of Successful Sales Professionals
- Components of the Sales Process
- Mastering Sales Process Milestones
- Sales Management Capstone Competencies

### **Day 4: Recruitment and Training**

- Recruiting Sales Talent: Process and Interview Techniques
- Identifying Key Responsibilities and Critical Tasks
- Training Salespeople for Optimal Results
- The Field Training Process

### **Day 5: Leadership and Performance Management**

- Team Inventory and Assessment
- Identifying Team Roles, Strengths, and Weaknesses
- Coaching for Peak Performance
- Leadership Principles and Skills
- Motivation: Strategies and Roadmaps
- Designing Incentive Compensation
- Sales Performance Management and Evaluation

### **Course Content:**

- **Sales Management and the Marketing Mix:** Understand how sales management integrates with the overall marketing strategy.
- **Sales Force Characteristics:** Learn the common traits of successful sales teams.

- **Sales Process Management:** Optimize the sales process to improve efficiency and effectiveness.
- **Buyer Psychology:** Gain insights into the psychological aspects of buying behavior.
- **Sales Process Milestones:** Master the critical milestones in the sales process.
- **Recruiting and Training:** Learn effective methods for recruiting and training top sales talent.
- **Leadership and Team Building:** Enhance leadership skills and build a cohesive, high-performing team.
- **Sales Performance Management:** Implement robust performance management and evaluation systems.

Enroll in Skilllinkx's Professional Sales Manager Course to elevate your sales career and lead your team to new heights of success in 2024 and 2025.