# Strategic Sales and Revenue Growth Management Training Course



28 Dec 2026 - 01 Jan 2027

Madrid

5900 € (Per Person)

Ref: #MA6557_193017

## Course Introduction / Overview:

In today's hyper-competitive global market, achieving sustainable revenue growth requires more than just aggressive sales tactics; it demands a sophisticated, data-driven strategic approach. This intensive training course is designed to transform sales leaders into strategic architects of revenue generation. We will move beyond conventional sales management to explore the intricate dynamics of creating, implementing, and optimizing a comprehensive sales strategy that aligns perfectly with corporate objectives. Drawing upon principles from seminal works like "The Sales Acceleration Formula" by Mark Roberge, this program emphasizes a formulaic and scalable approach to building high-performance sales engines. Participants will delve into the core components of sales planning, forecasting, team leadership, and market expansion. At BIG BEN Training Center, we provide a framework for not only meeting targets but consistently exceeding them by fostering a culture of continuous improvement and strategic agility. This course equips you with the analytical tools and leadership acumen necessary to navigate market complexities, leverage technology, and build a resilient revenue growth model for long-term success.

## Target Audience / This training course is suitable for:

- Sales Directors and Vice Presidents of Sales.
- Senior Sales Managers and Regional Sales Managers.
- Business Development Managers and Directors.
- Commercial Directors and Chief Revenue Officers.
- Key Account Managers seeking strategic leadership roles.
- Sales Operations and Sales Enablement Leaders.
- Entrepreneurs and Business Owners responsible for growth.
- Product Managers involved in go-to-market strategy.

## Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services, Banking, and Insurance.
- Manufacturing and Industrial Goods.
- Professional Services and Consulting.
- Healthcare and Pharmaceuticals.
- Telecommunications and Media.
- Retail and Consumer Packaged Goods.
- Government Agencies and Public Sector Organizations.

## Target Organizations Departments:

- Sales and Business Development.
- Marketing and Lead Generation.
- Executive Leadership and C-Suite.
- Customer Success and Account Management.
- Finance and Revenue Operations (RevOps).
- Strategic Planning and Corporate Strategy.
- Product Management and Development.

## Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive strategic sales plan aligned with overall business goals.
- Master data-driven sales forecasting techniques for accurate revenue prediction.
- Build, coach, and lead a high-performance, motivated sales team.
- Implement effective key account management strategies to maximize customer lifetime value.
- Optimize the sales process and pipeline for increased efficiency and conversion rates.
- Analyze sales performance metrics to identify areas for improvement and growth.
- Design and execute market penetration and expansion strategies.
- Leverage CRM systems and sales technology to drive productivity and insights.
- Apply advanced negotiation tactics for high-value and complex deals.
- Cultivate a strong sales culture centered on accountability and continuous learning.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, ensuring that participants can immediately implement the learned strategies within their organizations. Our approach is highly interactive, moving beyond traditional lectures to foster a dynamic learning environment. The course heavily relies on real-world case studies, allowing participants to analyze complex sales challenges and develop strategic solutions. Through collaborative group workshops, attendees will work together to build sample sales plans, design compensation models, and map out revenue growth strategies. Role-playing scenarios will be utilized to sharpen negotiation and leadership communication skills in a controlled, constructive setting. Each module incorporates practical exercises and peer-to-peer feedback sessions, promoting a deeper understanding of the concepts. Our expert instructors facilitate discussions that encourage the sharing of experiences and best practices, creating a rich, collective learning atmosphere that bridges theory with tangible, real-world execution.

## Course Agenda (Course Units):

### Unit One Foundations of Strategic Sales Management

- The evolution from traditional sales management to strategic leadership.
- Aligning sales strategy with corporate vision, mission, and objectives.
- Conducting a comprehensive SWOT analysis for the sales function.
- Understanding the modern B2B and B2C buyer's journey.
- Defining your ideal customer profile and target market segments.
- Developing a compelling and differentiated value proposition.
- Competitive analysis and positioning in the marketplace.

### Unit Two Building and Leading a High-Performance Sales Team

- Strategic recruitment and onboarding for top sales talent.
- Designing effective and motivating sales compensation plans.
- The manager's role as a coach and mentor for skill development.
- Setting clear performance expectations and KPIs.
- Conducting impactful sales meetings and performance reviews.
- Fostering a culture of accountability, resilience, and success.
- Managing remote and hybrid sales teams effectively.

### Unit Three Data-Driven Sales Planning and Forecasting

- Designing and optimizing a scalable sales process.
- Mastering sales pipeline management and stage analysis.
- Leveraging CRM data for strategic decision-making.
- Key sales metrics and analytics for performance tracking.
- Quantitative and qualitative sales forecasting methods.
- Territory planning and quota setting for balanced growth.
- Utilizing sales analytics tools for predictive insights.

## Unit Four Advanced Revenue Growth and Expansion Strategies

- Developing a strategic key account management (KAM) program.
- Strategies for upselling, cross-selling, and customer retention.
- Exploring new markets and market penetration tactics.
- Building and managing indirect sales channels and partnerships.
- Go-to-market strategies for new product launches.
- Pricing strategies for profitability and market share.
- Maximizing customer lifetime value (CLV).

## Unit Five Sales Enablement, Negotiation, and Future Trends

- Building a comprehensive sales enablement framework.
- Advanced negotiation strategies for complex, high-stakes deals.
- Managing long and complex sales cycles effectively.
- The role of technology and AI in modern sales organizations.
- Integrating sales and marketing for a unified revenue engine (RevOps).
- Ethical leadership and building long-term customer trust.
- Preparing the sales organization for future market shifts.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

In an era of increasing automation and AI in sales, what is the irreplaceable human element that a strategic sales leader must cultivate within their team to maintain a competitive edge?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond tactical sales skills to cultivate true strategic leadership. While many programs focus on the "how" of selling, we concentrate on the "why" and "what's next," equipping leaders to build sustainable revenue engines, not just high-performing teams. Our curriculum is built on a data-driven, formulaic framework, emphasizing the use of analytics and metrics to inform every strategic decision, from territory planning to compensation design. Unlike courses that offer a one-size-fits-all approach, this program stresses the importance of aligning the sales strategy intricately with the unique corporate objectives and market position of an organization. It provides a holistic view of the revenue generation process, integrating principles from sales, marketing, and customer success to foster a unified commercial strategy. The emphasis on case studies, strategic planning workshops, and peer-led problem-solving ensures that participants leave with not only new knowledge but also a clear, actionable blueprint for driving predictable and scalable growth within their own companies.