# Strategic CRM for Maximizing Sales Performance Training Course



23 - 27 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #SAL5202_128954

## Course Introduction / Overview:

In today's competitive business landscape, a Customer Relationship Management (CRM) system is more than just a digital rolodex; it is the central nervous system of a successful sales organization. This course moves beyond the technical functionalities of CRM software to explore the strategic framework required to transform it into a powerful engine for sales growth and performance. As articulated by Paul Greenberg, a leading authority in the field and author of "CRM at the Speed of Light," a successful CRM is a philosophy and a business strategy, not just a technology. This program is designed to equip participants with the knowledge to develop and implement a CRM strategy that aligns perfectly with their corporate objectives, enhances customer engagement, and drives measurable sales results. At BIG BEN Training Center, we provide a comprehensive roadmap, from initial strategy formulation and process integration to advanced data analytics and performance optimization, ensuring you can leverage your CRM to its fullest potential and build lasting, profitable customer relationships.

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

- Sales Directors and Managers.
- Sales Team Leaders.
- Senior Sales Representatives.
- Account Managers and Executives.
- Business Development Professionals.
- CRM Administrators and Managers.
- Sales Operations Specialists.
- Marketing Managers involved in lead generation.
- Small and Medium Business Owners.

## Target Sectors and Industries:

- Technology and Software.
- Financial Services and Banking.
- Retail and E-commerce.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Professional and Consulting Services.
- Telecommunications.
- Hospitality and Tourism.
- Government and Public Sector Organizations.

## Target Organizations Departments:

- Sales Department.
- Marketing Department.
- Customer Service and Support Department.
- Business Development Department.
- Operations Department.
- Information Technology Department.
- Strategic Planning Department.

## Course Offerings:

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

- Develop a comprehensive CRM strategy that aligns with overarching business goals.
- Integrate CRM seamlessly into the existing sales process to improve efficiency.
- Optimize sales pipeline management for better visibility and forecasting accuracy.
- Utilize CRM data to generate actionable insights for customer segmentation and personalization.
- Implement effective lead management and scoring techniques to increase conversion rates.
- Design and monitor key performance indicators (KPIs) to measure sales performance and CRM ROI.
- Foster user adoption and create a customer-centric culture within the sales team.
- Leverage CRM for enhancing customer retention and loyalty.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We believe in an experiential learning approach that moves beyond traditional lectures. The course incorporates a dynamic blend of expert-led presentations, in-depth case study analyses of successful CRM implementations, and collaborative group discussions to explore diverse perspectives and challenges. Participants will engage in hands-on workshops and practical exercises focused on mapping sales processes, building sales dashboards, and developing strategic CRM plans. Role-playing scenarios will be used to simulate client interactions and sales pipeline management, providing a safe environment to practice new skills. Continuous feedback from the instructor and peers is a core component, fostering a supportive and growth-oriented learning environment. This multifaceted approach guarantees a comprehensive understanding of CRM strategy and its practical application to drive sales performance.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Customer Relationship Management

- The evolution from contact management to strategic CRM.
- Defining a CRM strategy versus CRM software.
- Aligning CRM objectives with corporate and sales goals.
- The three pillars of CRM: People, Process, and Technology.
- Assessing organizational readiness for a strategic CRM implementation.
- Key components of a successful CRM strategic plan.
- Understanding the customer lifecycle and its impact on CRM.

### Unit Two: Integrating CRM with the Sales Process

- Mapping your existing sales process from lead to closure.
- Identifying bottlenecks and opportunities for CRM-driven improvement.
- Customizing CRM to reflect your unique sales methodology.
- Best practices for data migration, hygiene, and management.
- Strategies for driving user adoption and overcoming resistance to change.
- Integrating CRM with other business tools and platforms.
- Ensuring data security and compliance within the CRM environment.

### Unit three: Mastering Sales Pipeline and Lead Management

- Building and visualizing a dynamic sales pipeline in CRM.
- Defining sales stages and key transition criteria.
- Implementing effective lead scoring and qualification models.
- Automating lead assignment and follow-up processes.
- Techniques for accurate sales forecasting using CRM data.
- Managing sales activities, tasks, and appointments efficiently.
- Using CRM to manage complex sales cycles and key accounts.

## Unit Four: Data-Driven Sales through CRM Analytics

- Introduction to CRM analytics and business intelligence.
- Designing and building insightful sales performance dashboards.
- Identifying and tracking key performance indicators (KPIs) for sales success.
- Using reports to analyze sales team and individual performance.
- Leveraging customer data for upselling and cross-selling opportunities.
- Conducting customer segmentation for targeted marketing and sales campaigns.
- Predictive analytics for identifying future sales trends and customer behaviors.

## Unit Five: Advanced CRM Strategies for Sustainable Growth

- Integrating sales, marketing, and customer service functions through CRM.
- Developing customer loyalty and retention programs using CRM insights.
- Calculating and communicating the Return on Investment (ROI) of your CRM strategy.
- Conducting regular CRM health checks and performance audits.
- Exploring the role of Artificial Intelligence (AI) and Machine Learning in modern CRM.
- Future trends shaping the landscape of CRM and sales technology.
- Creating a continuous improvement plan for your CRM strategy.

# 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:

Beyond tracking sales, how can a CRM strategy fundamentally reshape an organization's customer-centric culture and long-term value creation?

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

This course distinguishes itself by focusing on the strategic 'why' behind CRM, rather than merely the operational 'how'. While many programs concentrate on the technical features of specific CRM software, this training provides a holistic, platform-agnostic framework for developing a robust CRM strategy that drives tangible business outcomes. We delve into the critical alignment of CRM initiatives with overarching corporate objectives, ensuring that technology serves the business, not the other way around. The curriculum is built upon a deep understanding that successful CRM is a fusion of people, process, and technology. Therefore, significant emphasis is placed on change management, user adoption, and fostering a customer-centric culture, which are often the primary reasons for CRM failure. By integrating principles from thought leaders and real-world case studies, the course equips participants not just with skills, but with a strategic mindset. Participants will leave with the ability to architect a complete CRM ecosystem that enhances customer relationships, optimizes the sales pipeline, and provides a sustainable competitive advantage, making it a transformational experience rather than a simple software tutorial.