Advanced Strategic Sales Management Training Course



09 - 13 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #SAL5453_7292

Course Introduction / Overview:

This training course is designed to take sales leaders beyond the fundamentals of team management and into the realm of strategic leadership. In today's dynamic market, effective sales management is not just about hitting quotas, it's about building a sustainable, high-performing sales organization that can adapt to change and seize new opportunities. This program provides a comprehensive framework for developing a strategic vision, optimizing sales operations, and coaching a team for long-term success. We will explore key concepts from prominent academic authors in the field, such as Neil Rackham, whose influential work in his book, "Managing Major Sales: The Ultimate Guide," provides a foundational approach to managing complex, high-stakes sales. This course is essential for anyone responsible for leading a sales team. BIG BEN Training Center has designed this curriculum to ensure participants can use data to make informed decisions, align sales strategies with corporate objectives, and create a culture of continuous improvement. By mastering these principles, professionals will not only drive revenue growth but also build a resilient and motivated team that is ready to lead the market.

Target Audience / This training course is suitable for:

- Sales managers and directors.
- Regional and national sales leaders.
- Business development directors.
- Vice presidents of sales.
- Chief Revenue Officers (CROs).
- Strategic planners.
- Entrepreneurs and business owners.
- Senior leaders from government agencies and non-profits.

Target Sectors and Industries:

- Technology and software.
- Financial services.
- Manufacturing.
- Telecommunications.
- Consulting and professional services.
- Pharmaceuticals and healthcare.
- Retail and e-commerce.
- Government agencies and their equivalents.

Target Organizations Departments:

- Sales and business development.
- Strategic planning.
- Marketing and communications.
- Operations.
- Human resources (HR).
- Finance.
- Corporate training.

Course Offerings:

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

- Develop a strategic sales plan aligned with corporate goals.
- Implement a performance management system for a sales team.
- Use data and analytics to drive sales decisions.
- Design effective sales territories and compensation plans.
- Coach and mentor sales professionals for peak performance.
- Manage a sales pipeline and forecast revenue accurately.
- Lead a sales team through periods of market change.
- Optimize the sales process for efficiency and effectiveness.
- Build a high-performance sales culture.
- Recruit, hire, and onboard top-tier sales talent.

Course Methodology:

This training course uses a highly interactive and practical methodology designed for experienced sales leaders. The program is built around a series of in-depth case studies that explore complex management challenges, allowing participants to apply strategic thinking to real-world scenarios. We will use a workshop format to facilitate group discussions and collaborative problem-solving, where attendees can share best practices and work through difficult situations. A key part of our approach is the use of role-playing exercises that simulate high-stakes conversations, such as performance reviews or compensation negotiations. The curriculum is designed to be highly engaging, with live expert-led Q&A sessions and personalized feedback on individual leadership styles. The focus of this course is on moving beyond tactical management to strategic leadership that drives sustainable growth. BIG BEN Training Center is committed to providing a learning experience that is both intellectually rigorous and directly applicable, ensuring leaders leave with a clear plan for transforming their sales organizations.

Course Agenda (Course Units):

Unit One: The Strategic Sales Leadership Mindset.

- Defining your role as a strategic sales leader.
- Aligning sales goals with corporate strategy.
- Building a culture of accountability and high performance.
- Leading through change and market disruption.
- Developing emotional intelligence for effective leadership.
- The importance of a clear and compelling vision.
- The role of sales in driving company growth.

Unit Two: Sales Planning and Operations.

- Developing a comprehensive sales strategy and territory plan.
- Designing and implementing a performance management system.
- Using data and analytics to make informed decisions.
- Creating a fair and motivating compensation plan.
- Forecasting and managing the sales pipeline.
- Optimizing sales processes and workflows.
- The role of technology in sales management.

Unit Three: Coaching for Peak Performance.

- Mastering the art of one-on-one sales coaching.
- Developing a structured coaching program.
- Providing effective feedback and constructive criticism.
- Identifying and solving performance issues.
- Mentoring and developing future sales leaders.
- Motivating a team beyond monetary incentives.
- Building a culture of continuous learning.

Unit Four: Talent Management and Development.

- Recruiting and hiring top sales talent.
- Designing an effective onboarding program.
- Building a strong talent pipeline.
- Conducting meaningful performance reviews.
- Managing underperformance and difficult conversations.
- Retaining top performers and reducing turnover.
- The importance of diversity and inclusion in sales teams.

Unit Five: Executive Communication and Influence.

- Communicating your sales strategy to senior leadership.
- Presenting sales data and insights to executives.
- Building strong relationships with other departments.
- Mastering advanced negotiation and influencing skills.
- Leading and motivating a remote sales team.
- The future of sales management.
- Finalizing your personal strategic sales plan.

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 rapid technological change and data-driven insights, how can a sales leader balance the need for quantitative metrics with the human-centric, empathetic approach required to truly motivate and inspire a team?

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

This training course stands out by providing a comprehensive and strategic framework for sales leadership, moving beyond the tactical skills taught in most programs. While other courses may focus on basic management, our curriculum is designed for leaders who want to build a sustainable, high-performing sales organization. The program is built on a foundation of academic rigor, incorporating key insights from prominent researchers like Neil Rackham, whose work on strategic sales is directly applied to real-world scenarios. We use a highly interactive, case-study-based approach, allowing participants to work through complex challenges and receive personalized feedback on their leadership style. The course also uniquely focuses on the critical soft skills of leadership, such as coaching, motivation, and culture building, which are essential for long-term success. BIG BEN Training Center has designed this program to empower sales leaders to not only drive revenue but also to inspire their teams and build a lasting competitive advantage.