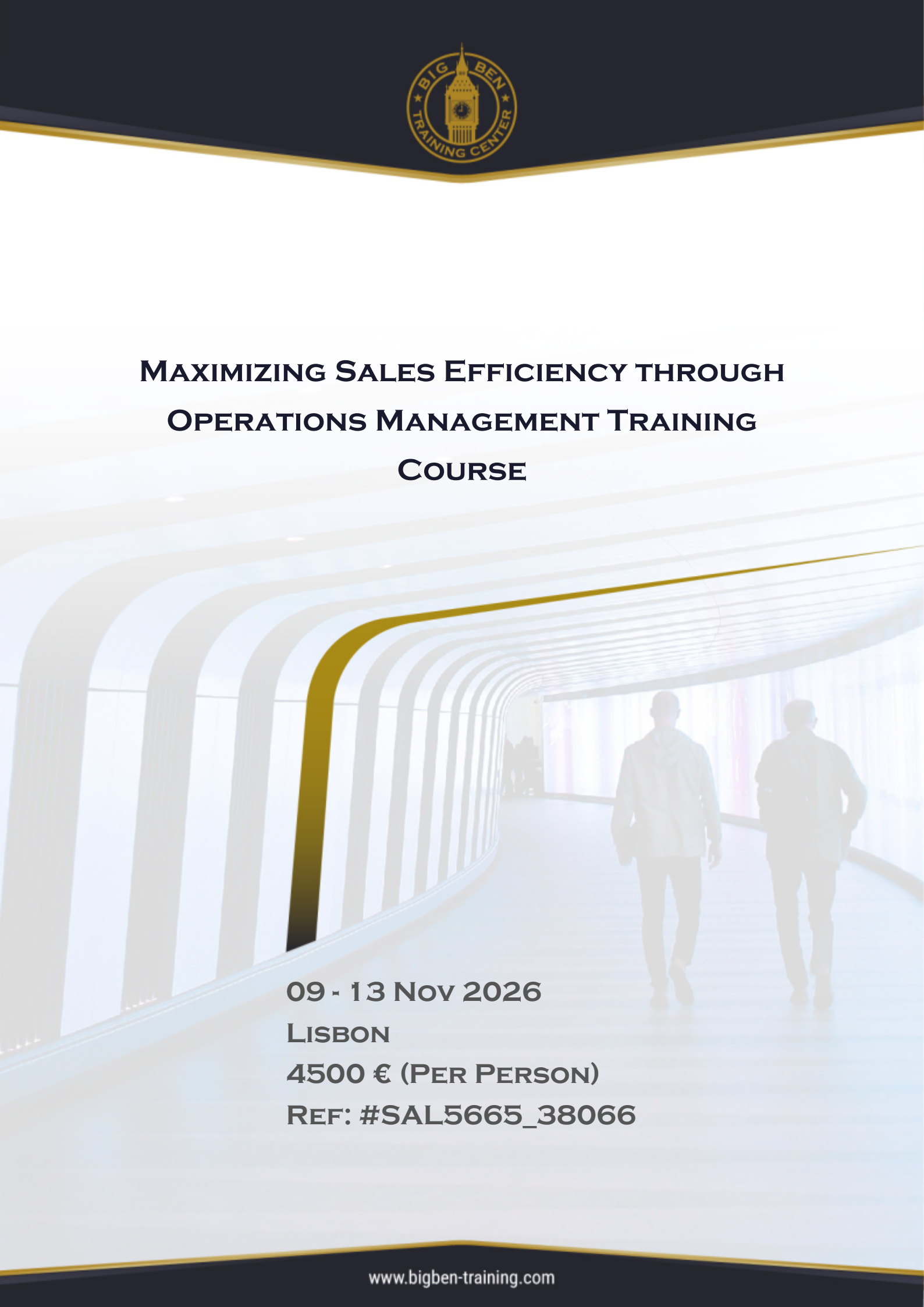
Maximizing Sales Efficiency through Operations Management Training Course



09 - 13 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #SAL5665_38066

Course Introduction / Overview:

In today's fast-paced business world, the success of a sales team depends not only on individual skill, but also on the strategic management and optimization of its underlying processes. This intensive training course, offered by BIG BEN Training Center, is designed to give sales leaders and operations professionals the tools needed to streamline workflows, improve efficiency, and drive sustainable revenue growth. We will delve into core concepts from academic work, such as Michael Hammer's book, Reengineering the Corporation, which laid the groundwork for process re-engineering and automation. The course content moves beyond traditional sales techniques to focus on the operational backbone that supports a high-performing team. We'll explore sales process optimization, CRM system management, and the use of sales technology to create a scalable, predictable sales engine. Participants will learn how to implement sales automation, optimize lead management, and use data analytics to make smarter decisions. This program is for anyone who wants to turn their sales function from a reactive group of individuals into a well-oiled machine that delivers consistent, measurable results. By focusing on sales operations management and strategic sales planning, this course will equip you to create a sales organization that is not just effective, but also highly efficient and built for long-term success.

Target Audience / This training course is suitable for:

- Sales operations managers.
- Sales directors and VPs.
- CRM administrators.
- Business analysts and process improvement specialists.
- Sales team leaders.
- Entrepreneurs and small business owners.
- Anyone involved in sales process and technology.

Target Sectors and Industries:

- Technology and software.
- Financial services and banking.
- Manufacturing and industrial.
- Retail and e-commerce.
- Professional services and consulting.
- Government agencies and equivalents.
- Telecommunications and media.
- Healthcare and pharmaceuticals.

Target Organizations Departments:

- Sales operations.
- Sales enablement.
- Business development.
- Marketing.
- IT and systems.
- Finance and planning.

Course Offerings:

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

- Optimize the sales process from lead generation to close.
- Implement sales automation tools to improve efficiency.
- Use CRM systems effectively for data management and reporting.
- Develop strategic sales plans based on data and analytics.
- Streamline lead management and sales funnel management.
- Forecast sales accurately using advanced data models.
- Create a scalable sales operations framework.
- Measure and analyze sales team performance metrics.

Course Methodology:

This course uses a highly practical and hands-on methodology. We'll use real-world case studies to explore the challenges and solutions in sales process optimization. Participants will work in teams to audit existing sales processes and identify areas for improvement. The program will feature interactive sessions and workshops on using different sales technology platforms and CRM system management. The trainers at BIG BEN Training Center will guide participants through the process of building a sales operations dashboard and analyzing key performance indicators. We'll use role-playing to simulate conversations with sales reps and management, focusing on how to get buy-in for new processes and tools. This approach ensures that participants not only understand the concepts, but also have the practical skills needed to implement them immediately, making a tangible impact on their organization's sales efficiency and productivity.

Course Agenda (Course Units):

Unit One: Foundations of Sales Operations Management

- The role of sales operations in driving revenue.
- Defining and mapping the sales process.
- Identifying bottlenecks and inefficiencies in the sales funnel.
- The strategic value of sales technology and automation.
- Understanding the difference between sales and sales operations.
- Key performance indicators (KPIs) for sales efficiency.
- Building a strong foundation for a scalable sales process.

Unit Two: Sales Process Optimization and CRM Management

- In-depth analysis of the sales funnel.
- Steps for sales process optimization.
- Best practices for CRM system management.
- Customizing CRM to fit your sales workflow.
- Using CRM for pipeline management and sales forecasting.
- Automating repetitive tasks within the CRM.
- Data hygiene and its impact on reporting accuracy.

Unit Three: Leveraging Sales Technology and Automation

- Choosing the right sales automation tools.
- Implementing lead management automation.
- Automating email sequences and follow-ups.
- Using AI and machine learning in sales operations.
- Integrating different sales technology platforms.
- Creating a tech stack that supports your sales team.
- Measuring the return on investment (ROI) of sales tech.

Unit Four: Data-Driven Sales Operations

- The power of data analytics in sales.
- Building a sales operations dashboard.
- Analyzing sales team performance metrics.
- Using data to identify coaching opportunities.
- Forecasting sales with data models.
- Creating reports that provide actionable insights.
- Using data to optimize resource allocation.

Unit Five: Strategic Planning and Implementation

- Developing a long-term strategic sales plan.
- Getting buy-in from sales teams and management.
- Change management for new sales processes.
- Building a culture of efficiency and process-driven selling.
- Managing the ongoing optimization of your sales operations.
- Case study: building a scalable sales model from scratch.
- Continuous improvement in sales operations management.

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:

How can a sales operations manager balance the need for streamlined, automated processes with the inherent human-centric nature of building and nurturing customer relationships?

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

This training course is unique because it focuses entirely on the strategic and operational side of sales, a critical but often overlooked area. While most sales training programs focus on individual selling skills, this course is designed for leaders and specialists who are responsible for the entire sales ecosystem. It shifts the mindset from individual performance to systemic efficiency. Participants will not just learn to sell, they will learn to optimize the sales process, build a robust sales operations framework, and use data analytics to drive predictable growth. The program's emphasis on sales automation and CRM management gives participants the practical skills needed to turn their sales team into a scalable, high-performing machine. By focusing on process and technology, this course provides a powerful advantage, giving participants the ability to improve productivity, reduce friction, and build a foundation for long-term success that others can't match.