Driving High-Performance Sales Teams and Revenue Growth Training Course



09 - 13 Nov 2026

Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

This training course is specifically designed for executive leaders who want to move beyond basic sales management and build a high-performing sales organization. In today's competitive landscape, sales success is not just about individual performance, it's about creating a strategic, motivated, and agile team that can consistently hit and exceed its targets. This program provides the tools and insights needed to transform sales leadership from a tactical role to a strategic one. We will explore key principles of leadership, motivation, and performance management, with a focus on applying these concepts directly to a sales environment. The curriculum draws on the foundational work of thought leaders like Daniel Goleman, whose research on emotional intelligence provides a crucial framework for effective sales leadership. His book, "Emotional Intelligence: Why It Can Matter More Than IQ," provides a basis for understanding how self-awareness and empathy are key to inspiring a sales team. BIG BEN Training Center has created this program to help leaders build a culture of accountability, innovation, and continuous improvement. By mastering these skills, you will not only drive revenue growth but also develop a resilient and top-performing sales team ready to take on any market challenge.

Target Audience / This training course is suitable for:

- Sales directors and vice presidents.
- Executive-level sales managers.
- Chief Revenue Officers (CROs) and Chief Commercial Officers (CCOs).
- Business owners and entrepreneurs.
- Regional and national sales leaders.
- Department heads in business development.
- Senior leaders from government agencies and non-profits.

Target Sectors and Industries:

- Technology and software.
- Financial services.
- Pharmaceuticals and healthcare.
- Manufacturing and engineering.
- Consumer goods.
- Professional services.
- Telecommunications.
- Government agencies and their equivalents.

Target Organizations Departments:

- Sales and business development.
- Executive leadership.
- Human resources (HR).
- Strategic planning.
- Marketing and communications.
- Operations.

Course Offerings:

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

- Develop a strategic vision for sales team performance and revenue growth.
- Build a high-performance sales culture based on accountability and trust.
- Implement effective sales team coaching and mentorship programs.
- Use data and analytics to manage and predict sales results.
- Motivate sales teams beyond monetary incentives.
- Create a scalable sales process that aligns with business goals.
- Lead a team through periods of change and market disruption.
- Master advanced negotiation and deal-closing strategies.
- Recruit, hire, and onboard top sales talent.
- Design an equitable compensation and commission structure.

Course Methodology:

This training course uses a dynamic and interactive methodology designed for executive-level learning. The program is built around a series of in-depth case studies that explore real-world challenges faced by sales leaders today. We will use small group discussions to analyze these situations and develop strategic solutions. The curriculum includes hands-on workshops where participants will practice key leadership skills, such as performance coaching, giving feedback, and leading changes. We will use peer-to-peer feedback sessions to help leaders refine their approach in a collaborative and supportive environment. Expert-led Q&A sessions provide a direct channel for participants to get guidance on specific challenges they face within their organizations. The focus of this course is not just on sales tactics but on the soft skills of leadership that truly drive team success and sustainable revenue growth. BIG BEN Training Center is committed to providing a learning experience that is both intellectually rigorous and highly practical, ensuring leaders leave with a clear plan for transforming their sales organizations.

Course Agenda (Course Units):

Unit One: The Strategic Sales Leader.

- Defining your vision and mission for the sales organization.
- Moving from manager to strategic leader.
- Building a culture of high performance and accountability.
- Understanding the psychology of sales motivation.
- Leading a team through periods of change.
- Developing emotional intelligence as a sales leader.
- The role of trust and communication in sales leadership.

Unit Two: Performance Management and Coaching.

- Setting clear, measurable goals and key performance indicators (KPIs).
- Implementing a consistent performance review process.
- Mastering the art of effective sales coaching and mentorship.
- Using data to diagnose team performance issues.
- Handling underperformance and difficult conversations.
- Recognizing and rewarding top talent.
- Creating a continuous feedback loop.

Unit Three: Sales Operations and Revenue Growth.

- Designing a scalable and repeatable sales process.
- Leveraging technology and CRM for strategic insights.
- Forecasting sales and predicting revenue growth.
- Developing a robust pipeline management system.
- Aligning sales strategies with overall business objectives.
- Using analytics to identify new market opportunities.
- Optimizing the sales funnel for maximum efficiency.

Unit Four: Talent Acquisition and Development.

- Defining the ideal candidate profile for your sales team.
- Implementing effective recruitment and interview strategies.
- Designing a comprehensive onboarding program for new hires.
- Building a strong talent development pipeline.
- Creating a culture of learning and continuous professional growth.
- Succession planning for key sales leadership roles.
- Managing remote and distributed sales teams.

Unit Five: Executive Communication and Influence.

- Crafting compelling sales presentations for senior-level clients.
- Communicating the value of the sales organization to the executive team.
- Mastering negotiation strategies for large contracts.
- Building and managing relationships with internal stakeholders.
- Leading cross-functional projects with other departments.
- The role of the sales leader in business strategy.
- Finalizing your personal leadership development 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 where data and technology are increasingly central to sales, how can a sales leader leverage emotional intelligence to maintain a team's competitive edge, morale, and human connection?

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

This training course stands out by focusing on the strategic leadership aspects of sales, not just the tactical management of a team. While other programs may teach sales techniques or CRM usage, our curriculum is designed to help executives build an entire high-performance sales organization from the ground up. We provide a comprehensive framework for leading a team, focusing on critical soft skills like emotional intelligence, motivation, and cultural development, which are often overlooked in traditional sales training. The course is built on a foundation of academic rigor, incorporating theories from prominent researchers like Daniel Goleman, giving the content a deep, evidence-based credibility. We use real-world case studies and interactive workshops to ensure that participants not only understand the concepts but also know how to apply them to their specific challenges. The program's emphasis on building a culture of accountability and continuous improvement is a key differentiator, as it teaches leaders how to create sustainable success rather than short-term gains. BIG BEN Training Center has designed this course to transform sales leaders into strategic visionaries who can inspire their teams, navigate market complexities, and drive consistent, long-term revenue growth.