Strategic Sales Leadership for High-Performing Teams Training Course



21 - 25 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #SAL8702_130629

Course Introduction / Overview:

This intensive training course is designed to transform experienced sales professionals and managers into strategic sales leaders capable of building, coaching, and sustaining high-performing teams. In today's competitive market, tactical sales management is no longer sufficient. True success requires a strategic vision, a data-driven approach, and exceptional leadership qualities to inspire and motivate a sales force. This program moves beyond traditional sales techniques to focus on the core pillars of modern sales leadership. Participants will delve into advanced concepts, drawing from frameworks discussed by thought leaders like Mark Roberge in his book, "The Sales Acceleration Formula," which emphasizes a metrics-driven approach to scaling sales. At BIG BEN Training Center, we provide a comprehensive curriculum that covers everything from designing a scalable sales process and leveraging analytics to mastering the art of coaching and fostering a resilient sales culture. This course equips leaders with the strategic foresight and practical skills to not only meet targets but to consistently exceed them, driving sustainable revenue growth and creating a lasting competitive advantage for their organization.

Target Audience / This training course is suitable for:

- Sales Directors and Vice Presidents of Sales.
- Regional and National Sales Managers.
- Sales Team Leaders and Supervisors.
- Business Development Managers.
- Senior Account Managers aspiring to leadership roles.
- Commercial Directors and Heads of Sales.
- Entrepreneurs and business owners responsible for sales growth.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- Financial Services, Banking, and Insurance.
- Pharmaceutical and Healthcare.
- Manufacturing and Engineering.
- Telecommunications and IT Services.
- Professional Services and Consulting.
- Retail and Consumer Goods.
- Government and Public Sector Agencies.

Target Organizations Departments:

- Sales and Business Development.
- Key Account Management.
- Commercial and Revenue Operations.
- Marketing and Customer Success.
- Executive Leadership and Senior Management.
- Training and Development.

Course Offerings:

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

- Develop a comprehensive and data-driven sales strategy aligned with organizational goals.
- Implement effective recruitment, onboarding, and continuous development programs for sales talent.
- Master advanced coaching techniques to elevate individual and team performance.
- Design and manage a scalable and predictable sales process.
- Utilize sales analytics and key performance indicators (KPIs) for accurate forecasting and strategic decision-making.
- Create and sustain a motivated, high-energy, and resilient sales culture.
- Lead sales teams effectively through market changes and organizational transformation.
- Enhance negotiation, communication, and conflict resolution skills within the sales team.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and results-oriented, ensuring that participants can immediately apply what they learn. We believe that adult learning is most effective when it is experiential and collaborative. Therefore, this course moves beyond theoretical lectures to immerse participants in a dynamic learning environment. The program heavily features real-world case studies, allowing attendees to analyze complex sales leadership challenges and develop strategic solutions. Interactive group discussions and workshops encourage peer-to-peer learning and the sharing of diverse experiences and best practices. A significant portion of the training is dedicated to role-playing scenarios focused on coaching, performance feedback, and conflict resolution, providing a safe space to practice and refine critical leadership skills. Participants will also engage in action planning sessions, where they will develop a tangible plan to implement new strategies and techniques within their own teams upon returning to the workplace. This blended approach of expert instruction, collaborative problem-solving, and practical application ensures a profound and lasting learning impact.

Course Agenda (Course Units):

Unit One: The Foundations of Modern Sales Leadership

- The evolution from sales manager to strategic sales leader.
- Defining your personal leadership philosophy and brand.
- Understanding the psychology of high-performing sales teams.
- Conducting a strategic analysis of your current sales function.
- Setting a clear vision and mission for the sales organization.
- Key differences between leadership, management, and coaching.
- Aligning sales objectives with overall business strategy.

Unit Two: Building and Developing a World-Class Sales Team

- Architecting a repeatable process for recruiting top sales talent.
- Designing an impactful 90-day onboarding plan for new hires.
- Creating personalized development plans to close skill gaps.
- Fostering a culture of continuous learning and self-improvement.
- Strategies for retaining top performers and managing talent attrition.
- Managing diverse personalities and generational differences within the team.
- Effective succession planning for key sales roles.

Unit Three: Engineering a Predictable Revenue Engine

- Designing and optimizing a scalable sales process from lead to close.
- Mastering sales forecasting techniques for greater accuracy.
- Implementing a robust pipeline management and review system.
- Leveraging CRM technology for strategic insights, not just reporting.
- Developing effective territory and key account management plans.
- Using data and analytics to identify performance trends and opportunities.
- Establishing meaningful sales KPIs that drive the right behaviors.

Unit Four: Advanced Coaching and Performance Maximization

- Applying proven coaching models like GROW to sales scenarios.
- Delivering impactful feedback that inspires change and growth.
- Conducting effective one-on-one meetings and team huddles.
- Designing motivating compensation, commission, and incentive plans.
- Strategies for managing and turning around underperforming team members.
- Building team morale and celebrating success to foster a positive culture.
- Leading productive and engaging sales meetings that drive action.

Unit Five: Leading Change and Future-Proofing Sales

- Navigating market disruption and leading the team through uncertainty.
- Driving the adoption of new sales technologies and methodologies.
- Fostering strategic collaboration with marketing, product, and customer success teams.
- Upholding ethical standards and building a culture of integrity.
- Managing conflict and difficult conversations with confidence.
- Developing resilience and emotional intelligence as a leader.
- Creating a personal leadership action plan for the next 12 months.

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, how does the human element of leadership evolve to become a company's most significant competitive advantage?

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

This course distinguishes itself by moving beyond the conventional focus on sales tactics to cultivate true strategic leadership. While many programs teach how to manage a sales pipeline, we teach how to architect a predictable revenue engine. The curriculum is uniquely structured around a dual-core philosophy, balancing the science of data-driven sales processes with the art of inspirational coaching and team development. We emphasize the development of a leader's strategic foresight, enabling them to not only react to market changes but to anticipate them. Unlike courses that offer a collection of disconnected techniques, this program provides an integrated framework for building a sustainable, high-performance sales culture from the ground up. The content is deeply rooted in contemporary business challenges, focusing on practical application through sophisticated case studies and leadership simulations rather than just theoretical knowledge. Participants leave not with a manual of instructions, but with a refined leadership mindset and a personalized action plan to drive meaningful and measurable change within their organizations.