



EXCELLENCE IN SALES MANAGEMENT



COURSE OVERVIEW

In today's highly competitive and fast-changing market, sales managers must go beyond traditional supervisory roles to become strategic leaders who drive performance, foster innovation, and develop high-impact teams. This Excellence in Sales Management training course equips sales leaders with advanced skills in sales strategy, team development, performance coaching, forecasting, and digital integration.

Through real-world case studies, interactive sessions, and group exercises, participants will learn to manage sales teams more effectively, boost motivation and accountability, and optimize the sales process for long-term revenue growth. The course is designed to transform good sales managers into exceptional sales leaders.

DATES, VENUES AND FEES



16 – 20 November 2025 - Dubai

(5 Days)

Fees

US\$ 4500

Note: Fee is per participant + 5% VAT (if applicable).

Groups from the same company can enjoy a **discounted** price.

WHO SHOULD ATTEND?

This course is appropriate for a wide range of professionals but not limited to:

- Sales Managers, Team Leaders, and Regional Sales Heads
- Business Development and Key Account Managers
- Aspiring Sales Leaders looking to step into managerial roles
- Entrepreneurs and SME Owners responsible for sales team performance
- Sales Enablement and Operations Professionals supporting front-line sales

CONTACT US NOW

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ACCREDITATION



This training course is certified by CPD.

The CPD Certification Service is the leading independent CPD accreditation institution operating across industry sectors to complement the Continuing Professional Development policies of professional institutes and academic bodies. The CPD Certification Service provides support, advice, and recognised independent CPD accreditation compatible with global CPD principles. CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. CPD Units are only awarded to programmes after each programme is scrutinised to ensure integrity and quality according to CPD standards and benchmarks.

COURSE CERTIFICATE

MSTC certificate will be issued to all attendees completing a minimum of 80% of the total tuition hours of the course.

CPD internationally recognized certificate will be issued for all participants who will meet the course requirements. CPD certificates will be issued within a month of the successful completion of the course.

TRAINING METHODOLOGY

- Expert-led sessions with dynamic visual aids
- Comprehensive course manual to support practical application and reinforcement
- Interactive discussions addressing participants' real-world projects and challenges
- Insightful case studies and proven best practices to enhance learning

LEARNING OBJECTIVES

By the end of this course, participants should be able to:

- Develop and implement a strategic sales management plan aligned with business goals.
- Lead and build high-performing sales teams through effective hiring, onboarding, and development.
- Set realistic and motivating targets, quotas, and KPIs based on data-driven forecasting.
- Coach and motivate team members for peak performance using proven techniques.
- Use modern CRM and digital tools to monitor, manage, and enhance the sales pipeline.
- Resolve customer issues, handle objections, and close key accounts with confidence.
- Drive continuous improvement in sales systems and culture.

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COURSE OUTLINE

DAY 1

Strategic Sales Leadership

- Pre test
- The evolving role of sales managers in modern business
- Aligning sales goals with business strategy
- Creating a value proposition and customer-centric approach
- Competitive landscape and market segmentation
- Workshop

DAY 2

Building and Developing High-Performance Teams

- Recruiting and selecting top sales talent
- Effective onboarding and training strategies
- Creating a culture of accountability and performance
- Role clarity, communication, and team alignment
- Exercise

DAY 3

Sales Forecasting, Planning, and Territory Management

- Sales forecasting models and tools
- Setting SMART goals, quotas, and performance indicators
- Territory design and customer segmentation
- Sales pipeline and funnel management
- Exercise

DAY 4

Performance Management, Coaching, and Motivation

- Coaching frameworks (GROW, CLEAR, OSCAR models)
- Giving feedback and conducting performance reviews
- Understanding and using motivational drivers
- Dealing with underperformance and resistance
- Role-Play

DAY 5

Key Account Management and Digital Sales Tools

- Managing strategic accounts and long-term clients
- Negotiation tactics and closing strategies
- Leveraging CRM, analytics, and sales automation tools
- Monitoring performance through dashboards and KPIs
- Final Exercise: Action plan for excellence in sales management
- Post test

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