XCELERATE TRAINING INSTITUTE

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LEADERSHIP AND MANAGEMENT

Sales Management and Team Leadership Training Course

Building, Coaching and Leading High-Performing Sales Teams

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	**English or Arabic**	**Classroom / Online**	**TTC-119**

Upcoming dates

Dates	Venue	Format	Fee
25 – 29 Jan 2027	Dubai	Classroom	**€3,800**
15 – 19 Mar 2027	Live online	Online (live)	**€1,200**
5 – 9 Apr 2027	Geneva	Classroom	**€4,800**
12 – 16 Jul 2027	Istanbul	Classroom	**€3,800**
27 Sep – 1 Oct 2027	Live online	Online (live)	**€1,200**
18 – 22 Oct 2027	Kuala Lumpur	Classroom	**€5,500**

Register or ask a question

Online: x8ti.com/course/sales-management-and-team-leadership-training-course/

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Sales Management and Team Leadership Training Course

Introduction

Sales managers have a direct impact on revenue. They must set targets, manage pipelines, forecast accurately, coach salespeople and keep the team motivated in a competitive market.

This course provides sales managers with practical tools for sales strategy, territory and target setting, pipeline management, forecasting, coaching, motivation and performance management.

Learning Objectives

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

- Translate business goals into sales strategy and targets
- Design territories and allocate accounts
- Manage pipelines and forecast accurately
- Coach salespeople to improve performance
- Motivate and reward sales teams
- Use CRM and sales analytics effectively

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse sales data, build forecasts and practise coaching conversations.

Benefits for Your Organisation

- More predictable revenue
- Higher sales team productivity
- Better forecasting
- Stronger, more motivated teams

Benefits for You

- Sales leadership skills
- Pipeline and forecasting tools
- Coaching techniques
- Readiness for senior sales roles

Who Should Attend

This course is designed for:

- Sales managers and supervisors
- Sales directors

- Senior salespeople moving into management
- Business development managers
- Commercial leaders

Course Outline

Day 1: Sales Strategy

- From business goals to sales strategy
- Market and customer segmentation
- Sales channels
- Setting targets
- Territory design

Day 2: Pipeline and Forecasting

- Sales pipeline stages
- Pipeline reviews
- Forecasting methods
- CRM and sales analytics
- Sales KPIs

Day 3: Coaching Salespeople

- The sales manager as coach
- Observing and giving feedback
- Coaching conversations
- Developing skills
- Role plays

Day 4: Motivation and Performance

- Motivating sales teams
- Incentive and commission plans
- Managing underperformance
- Recruiting salespeople
- Team culture

Day 5: Leading Sales Growth

- Key account strategy
- Cross-selling and upselling
- Sales and marketing alignment
- Sales plan presentation
- Action plan

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Registration Form

Sales Management and Team Leadership Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
info@x8ti.com

Register online
Open the course page