MERCURY

Sales Force Management Training Course

6 – 10 December 2026
Dubai (UAE)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Sales Force Management Training Course

Ref: 5023_1022887 **Date:** 6 – 10 December 2026 **Location:** Dubai (UAE) **Fees:** 4600 Euro

Introduction

Achieving outstanding sales results in an increasingly competitive world is a difficult task. Today's firm can only compete by establishing a modern strategic sales force management system and effectively training sales management personnel.

The certified sales manager course provides frontline sales managers with the knowledge, skills, and tools they need to drive bottom-line performance. The strategic sales force management course focuses on improving organization, forecasting skills, and other technical competencies to guide salespeople toward higher performance.

Defining Sales Force Management

Understanding the definition of sales force management is crucial for optimizing the performance of a sales team. Effective management of the sales force includes:

- Understanding strategic sales force management.
- Utilizing sales force management tools.
- Ensuring that the force management sales process is customer-centered.

This strategic sales force management course aims to deepen your understanding and application of these critical areas in sales force management.

Targeted Groups

The strategic sales force management course is designed for sales managers and directors wanting to increase their team's overall performance, productivity, and profitability. It is also directed toward managers who wish to increase the value they deliver to their sales reps and organizations. Finally, the strategic sales force management course will perfectly fit sales professionals who are new to or are considering moving to a managerial role.

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Course Objectives

At the end of this strategic sales force management course, the participants will be able to:

- Identify the behaviors and skills of a successful sales professional.
- Describe different types of selling models.
- Understand prospecting and be able to conduct a powerful sales call.
- Use a customer-centered selling approach to provide value.
- Choose a closing technique to earn the business.
- Manage the customer relationship on an ongoing basis.
- Develop an action plan to apply new skills.

Targeted Competencies

Upon the end of this strategic sales force management course, the target audience will be able to develop the following:

- Sales team management.
- Sales planning and sales force sales planning.
- Territory and key account management.
- Sales coaching skills.
- Sales performance evaluation.
- Sales leadership.
- Team building and management.
- Forecasting techniques.

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Course Content

Unit 1: Selling Skills Assessment

- Sales competency model.
- Behaviors, characteristics, and skills of a successful salesperson.

Unit 2: Types of Selling

- Strategic selling and buyers influence.
- Plan your calendar to achieve sales goals and build a sales pipeline.
- Retail face-to-face selling.
- Relationship consultative selling.
- SPIN selling: The SPIN sales model.
- Characteristics of different selling models, types, and structures.

Unit 3: Sales Closing

- Attitude of the sales professional.
- Dealing with customer objections.
- Various closing techniques.
- The feel-felt-found approach.
- Strategies to respond to common new business objections.

Unit 4: Relationship Management Partnering with Customers

- Technologies or methods for maintaining customer information CRM.
- Strategies to maintain communication with a customer.
- Customer marketing pyramid.
- Relationship marketing.
- Consultative selling.
- The Life Time Value of a Customer LTV.
- Conflict handling.

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Unit 5: Sales Win-Win Negotiations

- The phases of sales negotiations.
- The Harvard model applied to sales negotiation.
- The art of bargaining and concessions handling.

Unit 6: NLP and Emotional Intelligence in Selling

- What is NLP?
- Implications for marketers, sales advertising people.
- Hypnotic marketing and hypnotic state-inducing vocabulary.
- Mind reading.