MERCURY

Certified Professional Sales Leader (CPSL) Training

3 – 7 January 2027
Manama (Bahrain)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15746_1077839 **Date:** 3 – 7 January 2027 **Location:** Manama (Bahrain) **Fees:** 4900 Euro

Introduction:

The Certified Professional Sales Leader CPSL designation is a prestigious credential designed for individuals seeking to enhance their leadership skills and expertise in sales management. This certification gives sales leaders the knowledge, tools, and strategies to drive performance, build high-performing sales teams, and achieve organizational sales goals. The program equips participants with advanced skills in sales planning, performance metrics, customer relationship management, and team leadership, ensuring they are prepared to navigate the evolving sales landscape and lead their organizations toward sustained growth and success.

The Certified Professional Sales Leader CPSL training is designed for individuals aspiring to become exceptional sales leaders. But what is a sales leader? A sales leader drives a sales team toward achieving strategic goals through effective leadership, motivation, and guidance. The meaning of a sales leader extends beyond mere management; it encompasses inspiring team members, cultivating sales leader skills, and fostering a high-performance sales culture.

This CPSL certification equips participants with the essential tools and techniques to thrive in this role. Through comprehensive sales leader training, individuals will learn the definition of a great sales leader and how to embody those traits. The CPSL program emphasizes strategic sales leadership, empowering sales leaders to elevate their teams' performance and drive revenue growth. Enrolling in the CPSL training will enhance your understanding of sales leader dynamics and prepare you to excel in today's competitive marketplace, making the CPSL meaning synonymous with excellence in sales leadership.

Targeted Groups:

- Sales Managers.
- Sales Directors.
- Business Development Managers.
- Sales Team Leaders.
- Senior Account Executives.
- Regional Sales Managers.
- Sales Operations Managers.
- Entrepreneurs in Sales-Driven Organizations.
- Aspiring Sales Leaders.
- Sales Training and Coaching Professionals.

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Course Objectives:

At the end of this Certified Professional Sales Leader CPSL course, the participants will be able to:

- Understand the principles of effective sales leadership and management.
- Develop strategies for building and leading high-performing sales teams.
- Enhance skills in sales forecasting and performance analysis.
- Mastering customer relationship management techniques to foster client loyalty.
- Implement effective coaching and mentoring practices for sales professionals.
- Gain proficiency in negotiation and influencing skills to drive sales success.
- Learn to utilize sales metrics and key performance indicators for continuous improvement.
- Foster a culture of accountability and motivation within the sales team.
- Adapt sales strategies to meet changing market dynamics and customer needs.
- Cultivate advanced communication and presentation skills for impactful interactions.

Targeted Competencies:

By the end of this Certified Professional Sales Leader CPSL training, the participant's competencies will:

- Strategic Sales Planning.
- Sales Team Leadership.
- Performance Management.
- Customer Relationship Management CRM.
- Sales Forecasting and Analysis.
- Negotiation and Influence.
- Sales Coaching and Development.
- Decision-Making in Sales.
- Communication and Presentation Skills.
- Sales Metrics and KPI Management.

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Course Content:

Unit 1: Foundations of Sales Leadership:

- Explore the role and responsibilities of a sales leader.
- Understand different leadership styles and their impact on sales teams.
- Examine the importance of vision and strategy in sales leadership.
- Discuss the significance of ethical sales practices and integrity.
- Analyze case studies of successful sales leaders.
- Identify key challenges faced by sales leaders in various industries.

Unit 2: Building High-Performing Sales Teams:

- Learn techniques for recruiting top sales talent.
- Understand team dynamics and how to foster collaboration.
- Explore methods for creating a positive and productive sales culture.
- Develop strategies for setting clear goals and expectations.
- Discuss the importance of diversity and inclusion in sales teams.
- Implement effective onboarding processes for new sales hires.

Unit 3: Sales Strategy and Planning:

- Gain insights into developing effective sales strategies.
- Explore the sales planning process and its importance.
- Learn to analyze market trends and customer needs.
- Discuss methods for competitive analysis and positioning.
- Understand the role of technology in sales strategy development.
- Create actionable sales plans that align with organizational goals.

Unit 4: Performance Management and Coaching:

- Explore performance management systems for sales teams.
- Learn to set and track key performance indicators KPIs.
- Develop skills for providing constructive feedback to team members.
- Understand the coaching process and its role in sales development.
- Discuss techniques for motivating and engaging sales professionals.
- Create personalized development plans for team members.

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Unit 5: Advanced Sales Techniques and Customer Engagement:

- Explore advanced negotiation and closing techniques.
- Understand the principles of consultative selling.
- Learn strategies for effective customer engagement and retention.
- Discuss the importance of customer feedback and adaptation.
- Examine the role of relationship management in sales success.
- Analyze real-world scenarios to apply advanced sales techniques.