

2-Day Sales Management and Leadership Program

Course Outline

Course Overview

The Sales Management & Leadership Program is an intensive 2-day program designed to equip sales managers, team leaders, business owners and senior sales professionals with the practical leadership skills, sales management systems, coaching frameworks and performance tools required to build and lead high-performing sales teams.

The program focuses on the critical drivers of sales team performance, including pipeline management, forecasting, KPI management, sales coaching, accountability, execution discipline, performance psychology, recruitment, strategic sales planning and the effective use of CRM, dashboards and AI tools.

Unlike traditional sales management training that focuses primarily on administration, reporting and theory, this program is designed to help managers drive measurable improvements in sales activity, pipeline quality, forecast accuracy, conversion performance, team accountability and revenue outcomes.

Delegates will learn how to transition from reactive sales management to structured, data-driven, performance-focused sales leadership by implementing practical systems, frameworks and management disciplines that improve both individual and team performance.

This program is ideal for:

- Salespeople transitioning into a Sales Management role
- Sales Managers
- Regional Sales Managers
- National Sales Managers
- Sales Team Leaders
- Business Development Managers
- Key Account Managers transitioning into leadership
- Commercial Managers
- Business Owners managing sales teams
- Entrepreneurs building and leading sales teams

Learning Outcomes

By the end of this program, delegates will be able to:

- Build and lead high-performing sales teams
- Implement structured sales management systems and KPI frameworks
- Improve accountability, execution and consistency within sales teams
- Manage pipeline quality, forecasting and conversion performance
- Use sales metrics and dashboards to drive informed management decisions
- Conduct more effective coaching conversations and one-on-one meetings
- Diagnose performance gaps and identify root causes of underperformance
- Lead difficult performance conversations confidently and professionally
- Recruit, onboard and develop stronger sales talent

- Improve prospecting discipline and activity execution within teams
- Run more effective sales meetings and management rhythms
- Align sales activity with revenue outcomes and business objectives
- Leverage CRM systems, dashboards and AI tools more effectively
- Build a high-performance sales culture based on ownership, accountability and execution

DAY 1: Operational Sales Management & Performance Systems

Module 1: The Modern Sales Manager's Role

Understanding the Shift from Salesperson to Leader

- Why great salespeople often struggle as managers
- Transitioning from individual contributor to performance leader
- Leadership vs management in sales environments
- The modern sales manager's role in driving execution and outcomes
- Balancing people leadership with commercial performance
- Creating clarity, structure and consistency within teams

Key Responsibilities of High-Performing Sales Managers

- Driving activity and execution
- Pipeline management
- Coaching and development
- Forecasting and reporting
- Accountability and standards
- Strategic planning and performance optimisation

Module 2: Building a High-Performance Sales System

Moving from Reactive Management to Structured Performance

- Why most sales teams underperform
- Building systems instead of relying on motivation
- Creating operational clarity and structure
- Eliminating reactive sales management

Designing a Performance-Driven Sales Environment

- Revenue targets
- Activity targets
- Conversion targets
- Performance expectations
- Aligning activity with revenue outcomes
- Creating measurable sales processes

Building Sales Management Frameworks

- Sales process architecture
- Defining sales stages and milestones
- Structuring sales workflows
- Management rhythms and reporting frameworks

Module 3: Pipeline Management & Forecasting

Building a Healthy, Predictable Pipeline

- Pipeline quality vs quantity
- Structuring a stage-based sales pipeline
- Pipeline coverage ratios
- Identifying pipeline risk
- Opportunity qualification standards

Diagnosing Pipeline Problems

- Identifying stalled deals
- Pipeline leakage
- Weak qualification
- Poor follow-through
- Conversion bottlenecks

Forecasting for Accuracy & Predictability

- Weighted forecasting models
- Commit vs upside forecasting
- Forecast discipline
- Forecast review processes
- Improving forecast accuracy

Module 4: Sales Metrics & KPI Management

Understanding the Metrics That Matter

- Leading vs lagging indicators
- Activity metrics
- Pipeline metrics
- Conversion metrics
- Revenue metrics
- Sales cycle analysis
- Average deal size analysis

Using Data to Drive Performance

- Diagnosing performance problems using data
- Identifying conversion gaps
- Building accountability through visibility
- Turning sales data into management decisions

Building Performance Dashboards

- KPI scorecards
- Team dashboards
- Individual performance tracking
- Executive reporting frameworks

Module 5: Driving Execution & Accountability

Creating Consistent Sales Execution

- Why salespeople fail to execute consistently
- Prospecting discipline and activity management
- Establishing activity standards
- Defining non-negotiables
- Driving consistency and follow-through

Building Accountability Systems

- Creating ownership cultures
- Accountability frameworks
- Commitment tracking systems
- Follow-up structures
- Measuring commitments versus outcomes

Driving High Standards

- Eliminating excuse-based cultures
- Reinforcing expectations
- Maintaining performance standards
- Building execution-focused teams

Module 6: Running Effective Sales Meetings

Creating Productive Sales Rhythms

- Daily huddles
- Weekly sales meetings
- Pipeline review meetings
- Forecast meetings
- Quarterly performance reviews

Structuring High-Impact Meetings

- Meeting agendas
- Effective management questions
- Driving engagement and participation
- Keeping meetings focused on outcomes

Driving Accountability Through Meetings

- Action planning
- Commitment tracking
- Follow-up systems
- Maintaining momentum between meetings

DAY 2: Leadership, Coaching & Strategic Sales Management

Module 7: Coaching for High Performance

Understanding Coaching in Sales Leadership

- Coaching vs managing
- Coaching vs mentoring
- Why most sales coaching fails
- Building a coaching culture

Practical Coaching Frameworks

- Structured coaching conversations
- Opportunity coaching
- Pipeline coaching
- Behavioural coaching
- Call review coaching
- Real-time performance coaching

Coaching Different Types of Salespeople

- Underperformers
- Inconsistent performers
- Top performers
- Resistant salespeople

Creating Continuous Development Systems

- Coaching cadences
- Development plans
- Scaling top performers
- Continuous improvement systems

Module 8: High-Performance Mindset & Sales Leadership

Understanding the Psychology of Sales Performance

- Fear of rejection
- Fear of failure
- Confidence cycles
- Emotional resilience
- Burnout and fatigue
- Self-sabotaging behaviours

The Manager's Role in Team Mindset

- Building confidence within teams
- Creating resilience
- Managing morale during pressure periods
- Leading through uncertainty
- Emotional contagion from leaders

Building High-Performance Cultures

- Reinforcing winning behaviours
- Building discipline and consistency
- Creating belief and momentum
- Sustaining high-performance environments

Module 9: Managing Underperformance & Difficult Conversations

Diagnosing Underperformance

- Skill vs will issues
- Activity vs behaviour issues
- Identifying root causes of poor performance

Conducting Difficult Conversations

- Performance feedback frameworks
- Accountability conversations
- Managing resistance and defensiveness
- Addressing excuses professionally

Performance Recovery Strategies

- Corrective action planning
- Performance improvement plans
- Consequence management
- Knowing when to redeploy or remove someone

Module 10: Recruiting & Developing High-Performing Salespeople

Recruiting the Right Sales Talent

- Why sales hiring fails
- Defining ideal sales competencies
- Hunters vs farmers
- Assessing coachability and resilience

Interviewing & Selection Frameworks

- Competency-based interviewing
- Behavioural interview questions
- Identifying red flags
- Evaluating sales capability

Onboarding & Development

- Structured onboarding systems
- Accelerating ramp-up time
- Early-stage coaching and development
- Building long-term capability

Module 11: Strategic Sales Management & Territory Planning

Sales Strategy Fundamentals

- Aligning sales strategy with business objectives
- Market segmentation
- Customer targeting strategies
- Revenue growth planning

Territory & Account Management

- Territory planning frameworks
- White-space analysis
- Key account prioritisation
- Resource allocation

Driving Sustainable Growth

- Customer retention strategies
- Account expansion opportunities
- Pipeline sustainability
- Strategic opportunity management

Module 12: CRM, AI & Modern Sales Management Tools

CRM Discipline & Pipeline Hygiene

- CRM best practices
- Pipeline integrity
- Data accuracy
- Reporting discipline

Leveraging Technology for Sales Leadership

- Sales automation opportunities
- AI-assisted forecasting
- AI-assisted coaching
- AI productivity tools
- Communication analysis tools

Modern Sales Management

- Technology-enabled leadership
- Improving visibility and control
- Driving efficiency through systems
- Balancing technology with human leadership

Practical Components Included Throughout the Program

- Case studies
- Group discussions
- Role-play exercises
- Pipeline analysis workshops
- Coaching simulations
- Accountability exercises
- Performance diagnostics
- Sales meeting simulations
- Forecasting exercises
- Strategic planning activities

Core Sales Management Toolkit Included

Delegates will receive a practical Sales Management Toolkit containing a range of templates, frameworks and management tools designed to support implementation within their sales teams and organisations.

The toolkit includes:

- KPI and performance tracking templates
- Pipeline review frameworks
- Forecasting templates

SALES MINDSET

SALES TRAINING AND MINDSET COACHING

- One-on-one coaching templates
- Sales meeting agendas
- Accountability tracking tools
- Recruitment scorecards
- Structured onboarding frameworks

Additional advanced implementation toolkits, customised management systems and consulting support can also be provided based on client requirements.

Course Deliverables

Delegates will receive:

- Comprehensive training manual
- Practical templates and frameworks
- KPI and dashboard examples
- Coaching frameworks
- Sales meeting structures
- Accountability templates
- Performance management tools
- Certificate of completion