



**PAN
AFRICAN**

Learning and Growth Network

ALIGNING SALES TO STRATEGY TRAINING WORKSHOP

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REGISTRATIONS FEE
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VAT EXCLT

**7-9
MAY
2025**

**FROM
8:00
TILL 4PM**

CONTACT

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OVERVIEW

Too often, sales team goals are misaligned with broader strategic priorities.

Aligning Strategy and Sales helps you elevate your sales team to new levels of profitability and growth. Participants will learn proven tactics for aligning go-to-market initiatives and sales activities to make faster progress toward company goals.

The program will also help you to close the gap between your strategic priorities and sales performance and create company-wide alignment that boosts revenue and long-term success.

KEY TOPICS

- Develop a strategic sales plan that's optimized for your business goals
- Define your target customers and understand how to reach them
- Translate your corporate strategy into sales processes and policies
- Analyze customer profitability to strategically segment and manage accounts
- Recruit and nurture outstanding sales talent in line with strategic goals
- Create a go-to-market approach for each product or segment
- Coordinate sales activities across different sales groups and throughout the enterprise

WHO SHOULD ATTEND

- Executives in sales, strategy, business development, distribution, marketing, HR, finance, service, or general management
- Executives in business-to-business product or service companies
- Executives from venture capital or private equity firms who assist portfolio companies with go-to-market and business development efforts

Individuals and teams are welcome to attend. Sending two or more representatives from your organization fosters teamwork and amplifies program impact



KEY PROGRAM FEATURES

MULTI-FACETED LEARNING AND THE CASE METHOD

We approach learning from every angle - a robust blend of faculty presentations, case studies, individual and group exercises, small group discussions, and debates. Among these formats is our renowned case method, where you'll learn to think on your feet, sharpen your analytical skills, and make critical decisions in real time. The case method puts you in the role of chief decision-maker, navigating challenges facing leading companies around the world. Arrive with an open mind - leave with a global perspective, unparalleled leadership skills, and a network of dedicated peers around the world.

LEARNING GROUPS

- Immerse yourself in an environment that creates space for deep, constructive engagement with a diverse set of peers from leading organizations.
- You'll forge powerful connections and gain valuable perspectives in our intimate learning groups.
- These smaller groups within your program cohort will transform into a personal board of advisors during the program and beyond.

APPLICATION WORKSHOPS

- Daily guided prompts and exercises will help you assess your organization's performance across key areas, using real-world examples from your own team. These sessions combine individual preparation with group feedback, fostering collaborative learning and practical insights for immediate application.
- All information shared during these exchanges will remain strictly confidential.

CERTIFICATES

On completion of the training a PALGNET Certificate of Attendance will be awarded to delegates.