



**SALES MANAGEMENT  
BEST PRACTICES FOR BUILDING  
A WORLD-CLASS SALES TEAM**

**Best Practices of Sales Management to Lead  
a Highly-successful Sales Team  
Training Workshop**

**SANDTON LODGE HOTEL**  
Corner 12th Avenue and River Road  
RIVONIA (Edenburg on GPS)  
Johannesburg,  
South Africa

**17-21  
FEB  
2025**

FROM  
**8:30**  
TILL **4PM**

**REGISTRATIONS FEES**  
**USD2,500**

**FEE INCLUDES**  
TRAINING MATERIALS  
MEALS & REFRESHMENTS DURING THE DAY  
AIRPORT PICKUP AND DROP OFF  
HOTEL PICKUP AND DROP OFF  
DELEGATE LAPTOP  
½ DAY TOUR TO TOURIST ATTRACTION SITES

**FEE EXCLUDES**  
DINNER AND ACCOMMODATION



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## INTRODUCTION

This fast-paced and comprehensive Sales Management Best Practices training course is designed to give sales managers the critical skills they require to recruit, train and motivate a highly-productive sales team. This training course focuses on sales management best practices to increase revenue growth through higher sales effectiveness and market penetration. Sales managers will learn how to create a positive environment by implementing recognition and incentive training course to build teamwork and promote healthy-competition.

Topics covered in this Sales Management Best Practices training course range from motivation to goal setting, to recruiting and retention strategies, to presentation skills and handling objections. Attending this Sales Management training course is a smart business decision that will pay big dividends in terms of improved team morale, greater sales effectiveness and increased customer satisfaction. Delegates will walk away from this 5-day training course with a specific action plan and the tools they need to lead a world-class sales team!

### Training Methodology

- Best practices for recruiting and interviewing top salespeople
- Goal setting, sales planning and new business development
- Sales leadership and team motivation
- Training, mentoring and coaching skills
- Negotiation strategies and handling sales objections

### Objectives

- Design a “customer-focused” sales presentation
- Apply best practices for conducting individual and team performance reviews
- Implement a strategy to optimize key accounts and market penetration
- Develop the skills to better motivate and lead sales team members
- Conduct productive sales training and administrative meetings

### Training Methodology

This Sales Management Best Practices training encourages delegate participation through a combination of lectures, group discussion, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

### Who Should Attend?

- Sales and Marketing Managers
- Sales and Marketing Directors
- Sales Trainers
- Salespeople Transitioning into Sales Management

### Organizational Impact

- Streamlined process for recruiting, interviewing and training salespeople
- Enhanced professionalism image in the marketplace
- Increased revenue growth through higher sales effectiveness
- Higher level of team morale and reduced employee turnover
- Improved customer satisfaction and retention
- Expanded market penetration through greater sales territory management

### Personal Impact

- Be able to use listening and questioning skills to improve communication effectiveness
- Have the persuasion skills to negotiate win-win outcomes
- Know how to train, coach and mentor salespeople to increase sales
- Understand the strengths and weaknesses of their leadership style
- Have the tools to recruit and retain successful salespeople
- Be able to use recognition and reward programmes to build teamwork



## COURSE OUTLINE

### **Principles for Recruiting and Retaining a High-Caliber Sales Team**

- Goals Setting Principles for Continuous Improvement
- Handling the Negative Impact of Rejection and Setbacks
- Mentoring and Coaching Sales People to Achieve Peak-performance
- Change Management Best Practices
- How to Manage Your Time to Increase Daily Productivity
- What is your Action Plan?

### **Improving Sales Team Effectiveness**

- Understanding Consumer Behavior: 5 Reasons Customers Don't Buy
- Principles of Persuasion
- Designing a Powerful "customer-focused" Sales Presentation
- Techniques for Maintaining Your Customer's Interest and Involvement
- Step-by-Step Process for Effectively Handling Customer Objections
- Territory and Key Account Management to Maximize Market Penetration
- New Business Development Planning

### **Leadership and Communication Skills Development**

- 7 Leadership Traits of Highly successful Sales Managers
- Identifying and Overcoming Communication Barriers in the Workplace
- Enhanced Listening and Questioning skills to Improve Communication
- Techniques for Providing Constructive Feedback
- Interpreting Key Body Language Gestures
- Assessing Your Leadership Style's Strengths and Weaknesses

### **Principles for Recruiting and Retaining a High-Caliber Sales Team**

- Characteristics of Successful Salespeople
- Recruiting Top-producing Sales Professionals
- The Importance of Pre-interview Preparation and Planning
- Best Practices for the Interviewing and Hiring Process
- Is your sales team ready for takeoff?
- Applying Team Building Principles

### **Best Practices to Reward and Motivate Your Sales Team**

- The Impact of a Positive Mental Attitude
- Factors that Motivate and Demotivate People
- Sales Contest Ideas to Increase Sales and Promote Teamwork
- How to Turnaround Under-performing Salespeople
- Keys in Conducting Effective Sales Meetings
- Designing Award and Recognition Programs



### **Certificates**

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

### **Registration Fees**

**\$2,500**

#### **Fee Includes**

- Training Materials
- Meals & refreshments during the day
- Airport pickup and drop off
- Hotel Pickup and drop off
- Delegate Laptop
- ½ day tour to tourist attraction sites

#### **Fee Excludes**

- Dinner and Accommodation





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Welcome to the Sandton Lodge Rivonia, we extend a very warm welcome and trust your upcoming stay or conference with us will be both enjoyable and comfortable.



The Simama Hotels Sandton Lodge Rivonia offers business services and facilities. Our 34 Suites are all strictly non-smoking and have; Air-conditioning and Heating, Tea and Coffee Facilities, DSTV Decoder, a Mini-Bar Fridge (Stocked on request) and complimentary Broadband WIFI Internet Access with Secure on-site Parking available. As part of our continued guest-safety measures and growing international trend, the Sandton Lodge Hotel is a cashless establishment, for your convenience all major Credit and Debit cards are accepted in addition to Snap-Scan and Apple-Pay facilities.