Marketing & Sales · MS113

Sales Supervisor Training

Madrid · 28 Dec 2026 - 1 Jan 2027

Date	Venue	Duration
28 Dec 2026 - 1 Jan 2027	**Madrid**	**1 Week**
Fee	**Ref**	**Language**
£5,000 GBP	**MS113**	**English**

Introduction

Unfortunately, top salespeople are frequently promoted to management positions despite lacking the necessary leadership and management skills. This comprehensive training seminar is intended to provide sales managers with the fundamental skills needed to recruit, train, and motivate a high-performing sales team. Because it focuses on sales management best practices to increase revenue growth through higher sales effectiveness, this course sets a standard for sales managers.

The training seminar covers everything from motivation techniques to goal setting and face-to-face communication skills. This course is designed for you if you are a seasoned sales manager looking to sharpen your skills or a newly promoted sales manager looking to lead a sales force for the first time. Delegates will leave with a specific action plan and the tools they need to lead a successful sales team.

This course will highlight:

- Hire high-performing salespeople according to HR staffing guidelines
- Manage the sales team to its full potential to reach sales targets
- Plan and direct sales team training
- Resolve customer complaints regarding sales and service
- Setting SMART goals for business development

Course Objectives of Sales Supervisor Training

At the end of this course, you will learn to:

- Develop a strong team by evaluating, training, and coaching them to drive results through the selling process
- Plan and conduct market research to identify market trends
- Conduct effective sales training meetings
- Develop strategic sales plan to lead the sales team to implementing strategies
- Deliver customer-focused sales presentations
- Direct sales forecasting activities and set sales team performance goals

Course Methodology of Sales Supervisor Training

This course encourages delegate participation through a combination of lectures, group discussions, practical exercises, case studies, video clips, and breakout sessions designed to reinforce new skills.

Organisational Impact of Sales Supervisor Training

This course gives sales managers the leadership skills and best practices they require to increase sales effectiveness and long-term profitability.

Benefits to the organisation include:

- Improved customer satisfaction and retention
- Reduced employee turnover
- The improved hiring process for recruiting successful salespeople
- Enhanced professional image in the marketplace
- Greater revenue growth
- Better market penetration and brand awareness

Personal Impact of Sales Supervisor Training

This course gives participants the sales management best practices to build a highly successful sales team.

By the end of this course, participants will be able to:

- Utilise active listening and questioning skills to improve communication effectiveness
- Negotiate win-win outcomes
- Train, coach, and mentor salespeople to increase sales
- Understand the strengths and weaknesses of their management style
- Effectively recruit and retain successful salespeople
- Utilise recognition and reward programmes to build teamwork

Target Audience of Sales Supervisor Training

This course is suitable for a wide range of professionals, but will greatly benefit:

- Sales and Marketing Managers
- Sales and Marketing Directors
- Sales Trainers
- Salespeople transitioning into sales management

Course Outlines of Sales Supervisor Training

DAY 1

Communicating an Effective Sales and Marketing Message

- Overcoming common Communication Barriers
- Listen while you Work
- Questioning Skills to uncover Customer Expectations
- Telephone Tips to improve Sales and Marketing Effectiveness

- Understanding Body Language Gestures
- Identifying your Leadership and Communication Style

DAY 2

Creating a Customer-Focused Sales Team

- Reasons Why Customers Don’t Buy
- Delivering on the 7 Customer Expectations
- Sales & Marketing Persuasion and Negotiation Strategies
- Designing a Customer involved Presentation
- How Customer Service can increase Sales
- Dealing with Customer Objections in a Professional Manner

DAY 3

Managing a High-Performing Sales Team

- Tips for Recruiting High-performing Salespeople
- The Interviewing, Qualifying, and Hiring Process
- Managing Employee Turnover
- How to Plan and Run Successful Sales Meetings
- New Hire 90-day Training Plan
- Team Building Techniques to Promote Teamwork and Mutual Support

DAY 4

Powerful Strategies for Motivating Salespeople

- Leadership Traits of Successful Sales Managers
- Abraham Maslow’s Hierarchy of Needs
- Factors that Motivate and Demotivate Salespeople
- Considerations for Designing a Sales Contest
- Coaching and Mentoring Skills to Improve Productivity
- Planning and Conducting Effective Sales Meetings

DAY 5

Leading the Way to Increased Sales Effectiveness

- Steps for Developing a “positive mental attitude”
- Personal Development to Leadership and Public Speaking Skills
- Know your Numbers: Setting SMART Objectives
- Stress Management Tips to Maintain a Balanced Lifestyle
- Time Management Principles to help you see more Customers
- Action Planning for Continuous Improvement

Register or ask about this course online

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