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COURSE BROCHURE

Advanced Professional Sales Management Training Course

8 – 19 February 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Advanced Professional Sales Management Training Course

Ref: 521_19310 **Date:** 8 – 19 February 2027 **Location:** Amsterdam **Fees:** 9500 GBP

Professional Sales Management is an advanced 2-week training course for sales managers, regional sales heads and sales operations leads who build a Sales Management Operating Plan covering territories, quotas, pipeline, coaching and incentives. Buyers now arrive better informed and decide in committees, so revenue depends on how well managers design coverage and coach sellers rather than on individual heroics. Jupiter Prime Training runs this course for managers responsible for a number.

Why Professional Sales Management Matters Now

Three pressures reshape sales management today: longer, committee-driven buying cycles that stretch pipelines, customer relationship management CRM data that exposes every gap between activity and outcome, and finance teams that expect forecasts within a narrow margin of error. A sales organisation that sets fair territories, realistic quotas and disciplined pipeline reviews hits its number with less turnover; one that relies on gut feel misses forecasts and loses its strongest sellers. The course draws on established sales force sizing models, the sales funnel and stage-gate pipeline logic, the GROW coaching model, and pay-for-performance principles for incentive design.

Who Gains Most from Professional Sales Management

- Managers who lead a team of account executives or field representatives against a revenue target
- Regional heads who allocate territories, headcount and quotas across several teams
- Sales operations leads who own CRM hygiene, forecasting cadence and reporting
- Channel and inside sales supervisors who coach high-volume selling teams
- Commercial leaders who design compensation and recognition schemes

A regional sales leadership group that shares one forecast gains most when its first-line managers and operations lead attend together and agree common rules for coverage and pipeline.

Professional Sales Management Capabilities

Participants move from managing activity to managing the system that produces predictable revenue.

- Design sales force structure and territory boundaries by account potential and workload — regional heads allocating headcount
- Calculate quotas from market potential, capacity and history — sellers accepting fair targets
- Assess pipeline health with stage conversion, velocity and coverage ratios — leaders committing a forecast
- Apply structured coaching and joint-call reviews — sellers improving win rates
- Specify incentive plans that reward the right behaviours — finance and human resources approving pay
- Build a sales operating plan with cadences, dashboards and review rhythms — the leadership team running the quarter

Key Professional Sales Management Terms

- Territory design — dividing customers and prospects among sellers so workload and revenue potential are balanced and coverage gaps closed.
- Quota — the sales target assigned to a seller or team for a period, usually in revenue, units or margin.
- Pipeline coverage — the ratio of qualified open opportunities to the remaining target for a period.
- Sales velocity — the speed at which pipeline turns into revenue, combining deal count, value, win rate and cycle length.
- Forecast accuracy — how closely the committed revenue forecast matches actual bookings at period end.
- On-target earnings — a seller's expected total pay, salary plus variable incentive, when quota is fully achieved.

Professional Sales Management Day by Day

Day 1: The Sales Manager's Role and Revenue Model

- Revenue Architecture Map — Linking Markets, Channels and Sales Motions
- Sales Manager Role Charter — Balancing Selling, Coaching and Administration
- Buying Committee Analysis — Adapting Coverage to Complex Purchases
- Sales Process Audit — Spotting Leaks Between Stages
- Sales Capacity Model — Matching Headcount to Revenue Goals

Day 2: Sales Force Design and Segmentation

- Account Segmentation Grid — Assigning Coverage Models by Potential
- Field, Inside and Key Account Roles — Choosing the Right Mix
- Sales Force Sizing Methods — Testing Workload and Breakeven Approaches
- Specialist Versus Generalist Structures — Weighing Expertise Against Cost
- Channel Partner Coverage — Deciding Where Partners Sell for You

Day 3: Territory Planning

- Territory Potential Scoring — Balancing Opportunity Across Sellers
- Workload and Travel Analysis — Keeping Territories Serviceable
- Territory Alignment Mapping — Redrawing Boundaries With Minimal Disruption
- Account Assignment Rules — Settling Ownership Disputes in Advance
- Territory Plan Template — Committing Each Seller to Priorities

Day 4: Quota Setting and Target Allocation

- Top-Down and Bottom-Up Quota Methods — Reconciling Plan With Potential
- Quota Fairness Tests — Checking Attainment Spread Across Teams
- Ramp Quotas for New Hires — Setting Realistic Early Targets
- Mid-Year Quota Adjustment Rules — Handling Territory and Market Shifts
- Activity and Leading Indicator Targets — Supporting Revenue Goals

Day 5: Pipeline Management

- Opportunity Stage Definitions and Exit Criteria — Standardising Pipeline Language
- Deal Qualification Frameworks — Separating Real Opportunities From Hope
- Pipeline Coverage and Velocity Metrics — Diagnosing Shortfalls Early
- Weekly Pipeline Review Cadence — Running Disciplined Deal Inspections
- CRM Data Hygiene Standards — Trusting the Numbers Leaders See

Day 6: Sales Forecasting

- Forecast Categories — Separating Commit, Best Case and Pipeline
- Weighted and Historical Forecast Methods — Comparing Statistical Approaches
- Forecast Call Structure — Challenging Assumptions Without Blame
- Forecast Accuracy Tracking — Learning From Variance Each Period
- Sales and Operations Alignment — Sharing Demand Signals With Supply

Day 7: Sales Coaching and Skill Development

- GROW Coaching Model — Structuring One-to-One Development Conversations
- Joint Call Observation — Giving Feedback From the Field
- Deal Coaching Sessions — Strengthening Strategy on Key Opportunities
- Skill and Will Matrix — Tailoring Coaching to Each Seller
- Onboarding and Ramp Plans — Shortening Time to Productivity

Day 8: Incentives, Compensation and Motivation

- Pay Mix and Leverage Design — Balancing Salary and Variable Pay
- Commission and Bonus Structures — Rewarding Margin, Growth or Retention
- Accelerators, Caps and Thresholds — Shaping Behaviour Above Quota
- Sales Contests and Recognition — Motivating Without Distorting Results
- Incentive Plan Governance — Handling Disputes and Plan Changes

Day 9: Sales Performance Reviews and Analytics

- Sales Performance Dashboard — Tracking Bookings, Win Rate and Cycle Time
- Quarterly Business Reviews With Sellers — Agreeing Next-Quarter Commitments
- Underperformance Improvement Plans — Acting Early and Fairly
- Talent Review and Succession — Identifying Future Sales Leaders
- Attrition Risk Signals — Retaining High Performers

Day 10: Practising the Sales Management Operating Plan

- Coverage and Territory Summary — Applying Day Two and Three Methods
- Quota and Capacity Reconciliation — Confirming Targets Are Achievable
- Pipeline and Forecast Cadence Calendar — Fixing Weekly and Monthly Rhythms
- Coaching and Incentive Commitments — Linking Development to Rewards
- Sales Management Operating Plan — Presenting the Quarter's Playbook for Approval

Applying Professional Sales Management After the Course

- Introduce agreed stage exit criteria in the CRM and run four weekly pipeline reviews using coverage and velocity ratios.
- Hold a GROW coaching conversation and one joint call with every direct report, logging agreed skill goals for the quarter.

Professional Sales Management Questions FAQ

What is professional sales management and why does it matter now?

Professional sales management is the design and running of the system that turns sellers' effort into predictable revenue. It matters now because buying cycles are longer and CRM data exposes weak coverage, so managers must set fair territories, realistic quotas and disciplined pipeline reviews.

Which roles gain most from professional sales management training?

Sales managers, regional heads and sales operations leads gain most. A medical devices distributor uses these methods to balance hospital territories, while a software company applies them to forecast subscription renewals and coach inside sales teams.

How does professional sales management training differ from a global sales leadership course?

Professional sales management training focuses on running one sales organisation well. A global sales leadership course addresses multi-country strategy and culture; this course concentrates on territories, quotas, pipeline, forecasting, coaching and incentives for a manager's own teams.

What do you bring back from professional sales management training?

You bring back a quarter-ready playbook for your team. It sets territories and quotas, pipeline and forecast rhythms, coaching commitments and incentive rules, ready to share with your sellers and your own manager.

Professional Sales Management: The Way Forward

The Sales Management Operating Plan first informs how territories and quotas are set for the coming quarter. First-line managers, sales operations and finance partners use it to agree targets and review rhythms. After the first quarter, quota fairness deserves another look, because attainment spread usually reveals territories that were over- or under-assigned.