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COURSE BROCHURE

Advanced Global Sales Leadership Training Course

10 – 21 May 2027
Madrid

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Registered in the United Kingdom and Saudi Arabia

Advanced Global Sales Leadership Training Course

Ref: 553_20431 **Date:** 10 – 21 May 2027 **Location:** Madrid **Fees:** 9500 GBP

Global Sales Leadership is an advanced 2-week training course for sales directors, regional sales vice presidents and international account leaders who run sales across several countries and build a Global Sales Leadership Plan with regional coverage and growth targets. Customers now buy across borders through central procurement, while local markets still expect local relationships. Jupiter Prime Training offers this course to leaders who carry a multi-country number.

Why Global Sales Leadership Matters Now

Three shifts redefine sales leadership across borders: multinational customers that centralise purchasing and demand one global agreement, distributors and partners that control access to many growth markets, and dispersed teams led through screens across time zones. A sales organisation that aligns global strategy with local execution captures cross-border accounts and scales proven plays; one that leaves each country to itself duplicates effort and loses global deals to coordinated rivals. The course draws on global account management practice, market attractiveness and entry-mode models, cultural dimension frameworks for cross-cultural selling, and channel partner performance management.

Who Gains Most from Global Sales Leadership

- Directors accountable for revenue across several countries or a continent
- Regional heads who balance headquarters strategy with local market realities
- Global account leaders who coordinate selling teams for one multinational customer
- Channel leaders who appoint and steer distributors, agents and resellers abroad
- Commercial excellence owners who spread proven sales plays across regions

An international sales leadership team spread across regional hubs gains most when its country and global account heads attend together and agree one coverage model.

Global Sales Leadership Capabilities

Participants learn to lead revenue across borders without losing local relevance.

- Assess market attractiveness and prioritise countries for investment — executive committees allocating growth capital
- Design regional sales structures, hubs and matrix reporting lines — global and local leaders sharing accountability
- Build global account plans that coordinate teams across countries — multinational customers seeking one voice
- Apply cultural dimension insights to selling and team leadership — sellers working across cultures
- Specify distributor selection, targets and performance reviews — channel partners growing the business
- Align regional strategies, quotas and growth targets in one plan — the board approving international expansion

Key Global Sales Leadership Terms

- Global account management — coordinating sales, service and pricing for a multinational customer through one accountable account leader and team.
- Market attractiveness matrix — a scoring tool comparing countries by size, growth, access and competitive intensity to set priorities.
- Matrix sales organisation — a structure where sellers report both to a regional leader and to a global product or account leader.
- Entry mode — the route into a market, such as exports, distributors, joint ventures or a direct subsidiary.
- Distributor scorecard — a set of agreed measures for a channel partner's sales, coverage, stock and capability.
- Sales play — a repeatable, documented approach for selling a specific offer to a defined customer situation.

Global Sales Leadership Day by Day

Day 1: Leading Sales Beyond Borders

- Global Sales Landscape Review — Spotting Shifts in Cross-Border Buying
- Global Versus Local Tension Map — Deciding What Headquarters Controls
- International Sales Leader Role Profile — Balancing Strategy, Travel and Teams
- Revenue Mix by Country and Channel — Seeing Where Growth Comes From
- Global Sales Vision Statement — Giving Dispersed Teams One Direction

Day 2: Market Prioritisation and Entry Strategy

- Market Attractiveness Matrix — Ranking Countries for Sales Investment
- Entry Mode Selection — Choosing Exports, Partners or Direct Presence
- Country Risk Screening — Weighing Payment, Political and Currency Exposure
- Sequencing Market Expansion — Waterfall Versus Sprinkler Approaches
- Country Business Case — Justifying Headcount and Partner Investment

Day 3: Designing the International Sales Organisation

- Regional Hub and Country Structures — Balancing Cost and Proximity
- Matrix Reporting Lines — Clarifying Decision Rights Between Global and Local
- RACI for Cross-Border Deals — Avoiding Conflicts Over Credit and Ownership
- Global Sales Operations Centre — Standardising Forecasts and Reporting
- Expatriate and Local Hiring Choices — Building Market-Ready Teams

Day 4: Global Account Management

- Global Account Selection Criteria — Choosing Which Customers Earn Coordination
- Global Account Plan Template — Aligning Country Teams Behind One Strategy
- Customer Relationship Mapping Across Countries — Reaching Central and Local Buyers
- Global Pricing and Contract Frameworks — Managing Local Price Corridors
- Global Account Team Governance — Running Cross-Border Account Reviews

Day 5: Cross-Cultural Selling

- Cultural Dimension Models — Adapting Pitch, Pace and Persuasion
- Relationship-First Versus Task-First Buyers — Adjusting the Sales Cycle
- Hierarchy and Decision-Making Styles — Engaging the Right Authority
- Cross-Cultural Presentation Techniques — Tailoring Proof and Evidence
- Etiquette and Trust Signals — Avoiding Missteps With International Buyers

Day 6: Channel and Distributor Leadership

- Distributor Selection and Due Diligence — Appointing Partners With Reach and Integrity
- Distribution Agreement Essentials — Setting Territories, Exclusivity and Targets
- Distributor Scorecard and Business Reviews — Steering Partner Performance
- Partner Enablement Plans — Training and Equipping Channel Sellers
- Channel Conflict Resolution — Managing Overlap With Direct Teams

Day 7: Leading Dispersed Sales Teams

- Virtual Sales Leadership Rhythms — Running Meetings Across Time Zones
- Multicultural Team Coaching — Adapting Feedback Styles
- Global Talent Pools and Mobility — Developing International Sales Leaders
- Recognition Across Cultures — Motivating Without One-Size Schemes
- Trust Building in Remote Teams — Keeping Engagement High

Day 8: Aligning Strategy and Targets Across Regions

- Global-to-Regional Target Cascade — Allocating Growth Fairly Across Countries
- Regional Sales Strategy Templates — Keeping Plans Comparable
- Sales Play Libraries — Scaling Proven Approaches Between Markets
- Local Adaptation Rules — Deciding What Countries May Change
- Quarterly Regional Business Reviews — Holding Regions to Commitments

Day 9: Global Performance and Risk Oversight

- Global Sales Dashboard — Comparing Regions on Growth, Margin and Win Rate
- Currency Effects on Sales Results — Reading Constant-Currency Performance
- Anti-Bribery and Third-Party Risk Controls — Protecting Reputation Abroad
- Export Controls and Sanctions Screening Awareness — Avoiding Prohibited Deals
- Scenario Planning for Regional Shocks — Preparing Alternative Growth Paths

Day 10: Practising the Global Sales Leadership Plan

- Country Priority and Entry Summary — Applying Day Two Matrices
- Structure and Coverage Blueprint — Confirming Hubs, Teams and Partners
- Global Account and Channel Commitments — Linking Accounts to Regional Teams
- Regional Growth Target Table — Reconciling Ambition With Capacity
- Global Sales Leadership Plan — Presenting Coverage and Targets for Approval

Applying Global Sales Leadership After the Course

- Score current and candidate countries on a market attractiveness matrix and propose investment priorities to the executive team.
- Introduce a distributor scorecard and hold the first quarterly business review with the two largest channel partners.

Global Sales Leadership Questions FAQ

What is global sales leadership and why does it matter now?

Global sales leadership is directing revenue, teams and partners across several countries under one strategy. It matters now because multinational customers buy centrally, partners control many markets and teams work remotely, so leaders must align global plans with local execution.

Which roles gain most from global sales leadership training?

Sales directors, regional vice presidents and global account leaders gain most. An industrial equipment maker uses these methods to coordinate distributors across many markets, while a logistics provider applies them to serve multinational shippers through one global account team.

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

Global sales leadership training works across countries and cultures. A sales management course concentrates on territories, quotas and coaching within one organisation; this course adds market prioritisation, matrix structures, global accounts, distributors and cross-cultural leadership.

What do you bring back from global sales leadership training?

You bring back a multi-country leadership plan for your region or business. It sets country priorities, structure and coverage, global account and channel commitments, and regional growth targets ready for executive discussion.

Global Sales Leadership: The Way Forward

The Global Sales Leadership Plan first informs which countries receive new headcount or partner investment in the coming year. Sales directors, regional heads and finance partners use it to agree targets and coverage. After the first regional reviews, the local adaptation rules deserve another look, since results usually show where headquarters controlled too much or too little.