

Professional Sales Management

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no. 291-27

Duration 3.00 day(s) | 18:00 hours ¹

Website link <https://pmctraining.com/training/professional-sales-management/>

Master the skills to lead, develop, and manage high-performing sales teams.

This 3-day program equips sales managers with the tools and strategies to navigate the unique challenges of sales leadership in Canadian organizations. Participants will develop expertise in leadership, business management, and talent management—ensuring they can translate organizational vision into a meaningful direction for their sales teams.

The course provides actionable frameworks for coaching, performance tracking, sales forecasting, and talent development, enabling managers to drive sustained sales success.

Learning outcomes

At the end of this workshop, you will be able to:

- Define and execute a clear sales leadership vision
- Develop go-to-market strategies tailored to customer segments
- Implement a structured sales management process to drive results
- Accurately forecast sales performance and track key metrics
- Build and retain high-performing sales teams through structured talent management
- Motivate teams with effective coaching and compensation strategies

Workshop topics

Roles of the Sales Manager

- Business evolution, multiple sales manager roles

Leadership

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

- Vision in leadership
- Go-to-market strategies
- Managing change

Managing Sales Performance

- Sales process
- Budgeting and forecasting
- Productivity tools

Talent Management

- Recruiting and hiring
- Compensation
- Training and development
- Performance management

Prerequisites

No formal prerequisites. However, prior experience in sales team leadership, sales forecasting, and talent development is an asset.

Who should attend this course?

- Sales managers looking to enhance leadership and performance management skills
- Business leaders responsible for sales team development and strategy execution
- Professionals transitioning into a sales management role