

MARKETING & COMMUNICATION | COURSE BROCHURE

Sales Management and Pipeline Development

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

Sales managers turn targets into results through people, process and pipeline discipline. This course covers sales management: setting targets and territories, building and managing pipelines, forecasting, coaching salespeople, sales meetings, CRM discipline, incentives and improving win rates.

Inconsistent pipelines make revenue unpredictable. You will learn to manage sales teams and pipelines with discipline.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Pipeline analysis exercises, coaching role plays, forecasting practice and case studies.

Course objectives

By the end of this course, participants will be able to:
• Set realistic targets and territories
• Build and qualify sales pipelines
• Forecast sales accurately
• Coach salespeople to improve performance
• Use CRM data for management
• Design motivating incentives

Target audience

This course is suitable for:
• Sales managers and team leaders
• Business development managers
• Key account managers moving into management
• Commercial directors
• Sales operations staff



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Target competencies

Participants will develop competencies in:
- Pipeline management
- Forecasting
- Sales coaching
- Target setting
- Incentive design

Course outline

Day 1: Sales Management

09:00–10:08	Role of the sales manager
10:08–11:00	Sales process
11:00–11:30	**Coffee break**
11:30–11:45	Sales process (continued)
11:45–12:53	Metrics
12:53–14:00	Exercise

Day 2: Targets and Territories

09:00–10:08	Target setting
10:08–11:00	Territory design
11:00–11:30	**Coffee break**
11:30–11:45	Territory design (continued)
11:45–12:53	Account segmentation
12:53–14:00	Workshop

Day 3: Pipeline

09:00–10:08	Pipeline stages
10:08–11:00	Qualification
11:00–11:30	**Coffee break**



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11:30–11:45	Qualification (continued)
11:45–12:53	Pipeline reviews
12:53–14:00	Exercise

Day 4: Forecasting and Coaching

09:00–10:08	Forecast methods
10:08–11:00	Coaching conversations
11:00–11:30	**Coffee break**
11:30–11:45	Coaching conversations (continued)
11:45–12:53	Joint calls
12:53–14:00	Role play

Day 5: Motivation

09:00–10:08	Incentives
10:08–11:00	Recognition
11:00–11:30	**Coffee break**
11:30–11:45	Recognition (continued)
11:45–12:53	Team meetings
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,840.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
London Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,450.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
Rome Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Rome Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,890.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Dubai Confirmed dates	3 May 2027	7 May 2027	**€3,150.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Vienna Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,940.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,890.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	4 Oct 2027	8 Oct 2027	**€3,150.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,890.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Vienna Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,940.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online