



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 08 February 2026 To 12 February 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

In today's competitive business environment, building a high-performance sales team is crucial for achieving organizational success. This 5-day course provides sales leaders with the tools, strategies, and insights needed to develop a cohesive and efficient sales team. Participants will learn how to recruit, train, motivate, and retain top sales talent, ultimately enhancing their team's productivity and driving sales growth.

Objectives

- Understand the key characteristics of a high-performance sales team.
- Learn recruitment strategies to attract top sales talent.
- Develop training programs to enhance sales skills and knowledge.
- Implement motivational techniques to boost team morale and performance.
- Design retention strategies to keep high-performing salespeople engaged.

Course Outlines

Day 1: Understanding High-Performance Teams

- Characteristics and behaviors of successful sales teams
- Identifying individual strengths and weaknesses
- Setting team goals and performance metrics
- Creating a collaborative and competitive sales culture
- Case studies of top-performing sales teams

Day 2: Recruitment Strategies for Sales Teams

- Defining the ideal sales candidate profile
- Effective sourcing and recruitment channels
- The interview process: assessing skills and cultural fit
- Onboarding new sales team members
- Utilizing technology in recruitment and selection

Day 3: Training and Development

- Designing training programs to build sales skills
- Implementing ongoing professional development
- Use of role-playing and simulations in training
- Evaluating training program effectiveness
- Customization of training for different sales roles

Day 4: Motivation and Performance Management

- Building a motivational sales environment
- Creating effective reward and recognition systems
- Setting individual performance goals and KPIs
- Conducting regular performance appraisals
- Addressing underperformance constructively

Day 5: Retention and Team Dynamics

- Strategies to retain top performers
- Fostering team dynamics and collaboration
- Developing leadership within the sales team
- Managing conflicts and resolving issues
- Continuous improvement and feedback loops