

Consulting and Training | Reach New Heights

Course Name

Sales Leadership and Communication

Sector Name

Sales, Marketing and Customer Service

Document Type

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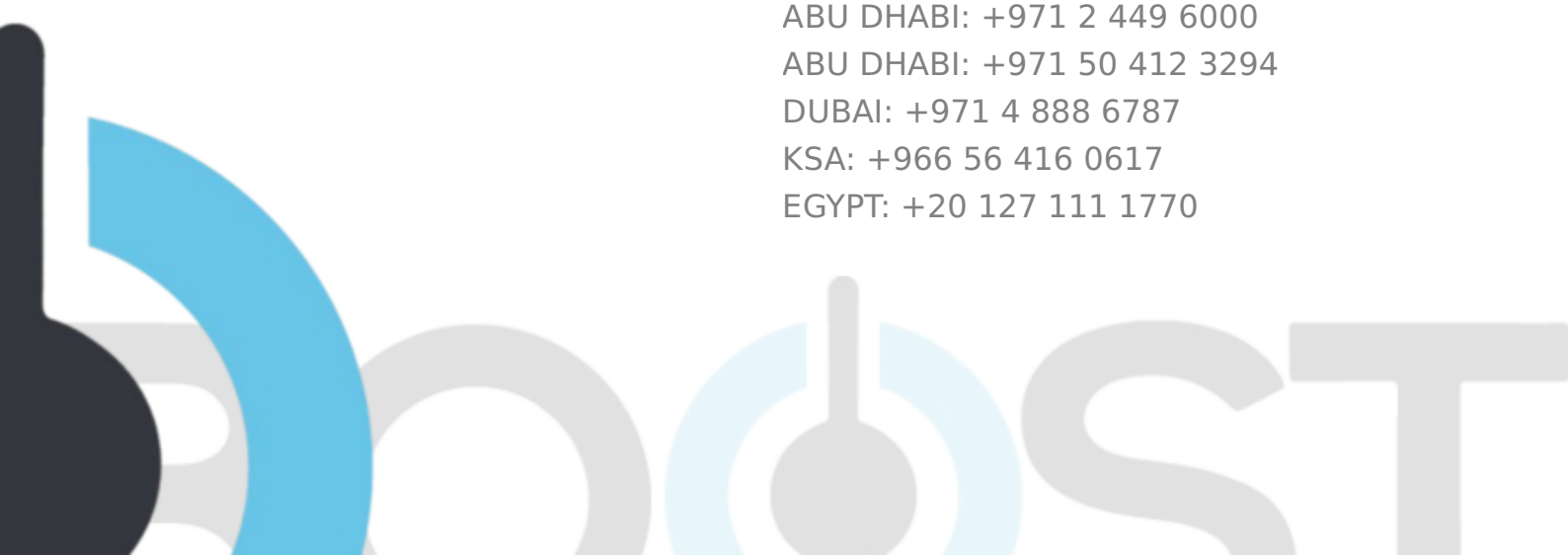
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Sales Leadership and Communication

Course Introduction

Sales success is no longer driven solely by product knowledge or individual selling skills. In today's competitive and customer-driven markets, effective sales performance depends heavily on leadership capability and clear, influential communication. Sales professionals and team leaders are expected to inspire others, communicate value confidently, manage relationships, and align their teams with organizational goals.

To support the development of these critical capabilities, **BOOST** has developed the Sales Leadership and Communication course as a practical foundation for professionals who are new to sales leadership roles or who aspire to lead sales teams while strengthening their communication effectiveness.

The course focuses on developing leadership awareness, communication clarity, and interpersonal influence within sales contexts. Participants explore how leadership behaviors impact sales performance, how communication shapes customer trust and team engagement, and how to adapt communication styles for different stakeholders, including customers, team members, and management.

Through practical explanations, role-based discussions, and guided

exercises, participants build confidence in leading sales conversations, motivating others, handling challenges, and communicating with purpose and professionalism.

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Target Audience

- ✓ Sales executives and account managers
- ✓ Sales supervisors and newly appointed team leaders
- ✓ Business development professionals
- ✓ Customer-facing managers and coordinators
- ✓ High-potential sales professionals preparing for leadership roles
- ✓ Professionals transitioning from individual contributor to team leader
- ✓ Employees involved in managing customer or sales teams

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Learning Objectives

- ✓ Understand the role of leadership in sales environments
- ✓ Recognize key leadership behaviors that drive sales performance
- ✓ Communicate effectively with customers, peers, and team members
- ✓ Apply basic motivational and influence techniques in sales situations
- ✓ Adapt communication styles to different personalities and contexts
- ✓ Handle feedback, objections, and difficult conversations professionally
- ✓ Build trust and credibility through clear and ethical communication
- ✓ Support team alignment and accountability through effective leadership

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Course Outline

✓ DAY 1

Foundations of Sales Leadership

- ✓ Understanding leadership in sales contexts
- ✓ Difference between sales management and sales leadership
- ✓ Role of sales leaders in driving performance
- ✓ Leadership styles and their impact on sales teams
- ✓ Self-awareness and leadership mindset
- ✓ Ethical leadership in sales

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Course Outline

✓ DAY 2

Communication Essentials for Sales Leaders

- ✓ Importance of communication in sales success
- ✓ Verbal and non-verbal communication basics
- ✓ Active listening and questioning techniques
- ✓ Communicating value propositions clearly
- ✓ Internal communication within sales teams
- ✓ Common communication barriers in sales

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Course Outline

✓ DAY 3

Influencing, Motivating, and Engaging Others

- ✓ Motivation drivers in sales teams
- ✓ Influencing customers and stakeholders ethically
- ✓ Building trust and rapport
- ✓ Encouraging collaboration and ownership
- ✓ Giving direction and setting expectations
- ✓ Practical influence and motivation scenarios

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Course Outline

✓ DAY 4

Managing Conversations and Sales Challenges

- ✓ Handling objections and resistance
- ✓ Managing difficult conversations with customers or team members
- ✓ Giving and receiving feedback constructively
- ✓ Communicating under pressure
- ✓ Conflict awareness and basic resolution techniques
- ✓ Maintaining professionalism in challenging situations

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Course Outline

✓ DAY 5

Applying Sales Leadership and Communication in Practice

- ✓ Leading sales meetings and discussions
- ✓ Aligning sales communication with business objectives
- ✓ Supporting performance through coaching-style conversations
- ✓ Measuring communication effectiveness
- ✓ Personal sales leadership development plan
- ✓ Course review, reflection, and action planning

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 19, 2027	5 days	4950.00 \$	England , London
May 3, 2027	May 7, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Aug. 2, 2027	Aug. 6, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Oct. 26, 2026	Oct. 30, 2026	5 days	4250.00 \$	UAE , Dubai

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