



Consulting and Training | Reach New Heights

Course Name

Strategic Sales Thinking

Sector Name

Sales, Marketing and Customer Service

Document Type

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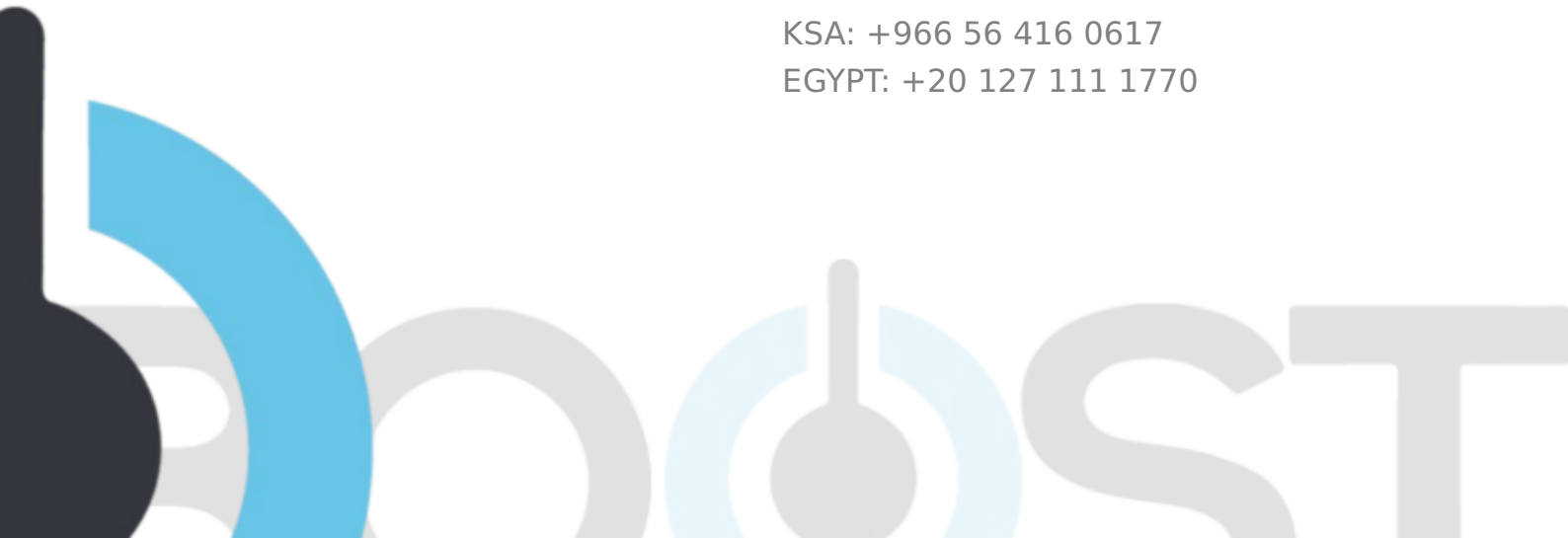
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Strategic Sales Thinking

Course Introduction

Strategic thinking empowers sales professionals to make informed decisions, anticipate opportunities, and align their actions with broader business objectives.

This program equips participants with the mindset and tools to approach sales challenges strategically, plan for long-term success, and optimize their account growth initiatives.

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Strategic Sales Thinking

Target Audience

- ✓ Sales Managers & Sales Directors
- ✓ Business Development Managers
- ✓ Account Managers & Key Account Managers

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Strategic Sales Thinking

Learning Objectives

- ✓ Apply strategic thinking principles in account management and sales planning.
- ✓ Evaluate opportunities and risks from a business perspective.
- ✓ Align daily sales activities with organizational objectives.
- ✓ Make data-driven decisions to maximize account growth.
- ✓ Develop long-term plans to create competitive advantage and value.

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Strategic Sales Thinking

Course Outline

✓ DAY 01

Foundations of Strategic Thinking

- ✓ Defining strategic thinking and its role in sales success
- ✓ Understanding the connection between vision, goals, and action
- ✓ Recognizing patterns and anticipating market trends
- ✓ Identifying short-term vs. long-term objectives
- ✓ Evaluating decisions based on organizational impact

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Strategic Sales Thinking

Course Outline

✓ Day 02

Analytical Tools for Strategic Decision-Making

- ✓ Data-driven decision-making principles
- ✓ SWOT analysis, opportunity assessment, and competitive analysis
- ✓ Prioritizing actions based on potential value and risk
- ✓ Using metrics to guide strategic choices
- ✓ Scenario planning for complex sales situations

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Course Outline

✓ Day 03

Strategic Planning and Alignment

- ✓ Aligning account strategies with corporate objectives
- ✓ Creating actionable plans from strategic insights
- ✓ Setting measurable goals and KPIs
- ✓ Resource allocation for maximum impact
- ✓ Balancing multiple priorities for account growth

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Course Outline

✓ Day 04

Problem-Solving and Opportunity Optimization

- ✓ Identifying bottlenecks and obstacles to account growth
- ✓ Creative problem-solving techniques
- ✓ Exploring cross-selling, upselling, and new value opportunities
- ✓ Evaluating trade-offs and making informed choices
- ✓ Anticipating client needs and adapting strategies proactively

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Course Outline

✓ Day 05

Embedding Strategic Thinking in Daily Sales

- ✓ Turning strategic insights into daily actions
- ✓ Continuous monitoring and adjustment of account strategies
- ✓ Measuring outcomes and refining approaches
- ✓ Developing a personal roadmap for strategic growth mindset
- ✓ Sustaining long-term impact through strategic thinking habits

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 18, 2027	July 22, 2027	5 days	4250.00 \$	KSA , Riyadh
Dec. 20, 2026	Dec. 24, 2026	5 days	2150.00 \$	Virtual , Online
May 24, 2027	May 28, 2027	5 days	5950.00 \$	switzerland , Geneva
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai

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