Sales Leadership and Team Management

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Sales Leadership and Team Management is a 5-day senior sales leadership course delivered by Mars Training Centre in London, Dubai, Istanbul, Vienna, and Munich — designed for sales directors, heads of sales, and senior commercial leaders responsible for sales-team performance, pipeline integrity, and revenue delivery.

Most sales leaders are promoted because they were excellent sellers — and then spend the next two years discovering that leading a team is a different discipline. The leap from individual performer to senior sales leader requires structured methods for forecasting, coaching, compensation, territory design, and pipeline management. This programme is built for those who have made that leap and want to lead properly rather than by instinct alone.

Across five focused days, you will work through the full sales-leadership stack: sales strategy, team structure, forecasting and pipeline discipline, coaching, performance management, compensation, and the leadership behaviours that build winning sales cultures. The programme uses regional case material and applied exercises grounded in your own team and pipeline.

What You Will Learn

By the end of this programme, you will be able to:

- Build a sales strategy that supports the commercial plan.
- Design a sales-team structure, territory, and coverage model.
- Run an honest sales forecast and a disciplined pipeline review.
- Coach senior sellers using a structured, repeatable approach.
- Manage performance honestly across high and low performers.
- Design sales compensation that rewards the right behaviours.
- Lead a sales team through a major change or restructure.
- Diagnose the strategic health of your sales function.
- Build a high-trust, high-performance sales culture.
- Defend sales investment commercially to the executive team.

How You Will Benefit

You will leave with a senior sales leader's playbook — strategy, structure, coaching, forecasting — and a Mars Certificate of Completion.

Your organisation will gain a sales leader who can hold the pipeline honestly, coach senior sellers properly, and build a sales culture that performs without constant heroics.

Who This Programme Is For

This programme is designed for senior commercial and sales leaders, including:

- Sales Directors and Heads of Sales
- Regional and Country Sales Directors
- Commercial Directors with sales-team responsibility
- General Managers running revenue-led businesses
- Sales-team leaders preparing for director roles
- Senior account directors moving into team leadership
- Family-business sales leaders in growth-stage companies

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Dubai, Istanbul, Vienna or Munich and leads to a Mars Certificate of Completion.