



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Sales Management and Team Leadership

3 day course

Classroom, online or in-house

Course overview

The best salesperson is usually promoted to manage the team, and then spends the year selling on their behalf rather than building capability, which caps the team at one person's capacity. This course covers the actual job. Delegates work through territory and account allocation, target setting that is achievable and still ambitious, and pipeline management including the forecast discipline that makes a number believable. Coaching in the field is the core skill taught, since it is the only reliable way a manager improves results. Recruitment and onboarding of salespeople are covered. Compensation and incentive design follow, along with the behaviours each plan actually produces. The course closes on managing underperformance and on the reporting a sales manager owes upward.

What you will learn

- Allocate territories and accounts sensibly
- Set targets that are achievable and still ambitious
- Manage a pipeline and produce a believable forecast
- Coach in the field rather than sell on the team's behalf
- Recruit and onboard salespeople effectively
- Design compensation and understand the behaviour it produces
- Manage underperformance and report upward honestly

Who should attend

- Sales managers and team leaders
- Newly promoted sales supervisors
- Regional and branch managers with sales teams
- Business development leaders
- Executives overseeing a sales function

Course outline

- 01 Selling on their behalf instead of managing
- 02 Territory and account allocation
- 03 Target setting
- 04 Pipeline management and forecast discipline
- 05 Field coaching
- 06 Recruitment and onboarding
- 07 Compensation and incentive design
- 08 Underperformance and upward reporting

Upcoming dates

Dates	Venue	Format	Fee per delegate
23 to 25 September 2026	Casablanca, Morocco	Classroom	USD 995
12 to 14 October 2026	Johannesburg, South Africa	Classroom	R14,950
7 to 9 December 2026	Cape Town, South Africa	Classroom	R14,950
1 to 3 February 2027	Online	Online	R6,500



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriScience.co.za, or WhatsApp us on **+27 63 479 1136**.

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