

How to Make a Perfect Sales Day

Sales, Marketing, and Customer Care



9195



In-Class



8 hours



EGP 2,790

Course Description:

This program equips frontline sales staff, relationship managers, and sales leaders with the practical tools and strategic skills needed to structure their day for maximum productivity, deliver impactful customer interactions, and lead high-performing sales teams. Participants will learn to balance service with sales, manage time effectively, and build sustainable sales strategies that align with organizational goals.

Target Audience:

- Sales Staff (Direct & Tele)
- Relationship Managers
- Branch Managers

Course objectives:

By the end of the course, participants will be able to:

- Recognize how to plan and prioritize daily sales activities.
- Understand how to manage time effectively between service and sales.
- Discuss how to track progress and adjust activities dynamically.
- Define how to coach and mentor sales teams for higher performance.
- Identify strategic sales leadership.

Course Outline:

Module 1: Principles of an Effective Sales Day

- Planning your day as a sales professional
- Prioritizing high-value customers
- Structuring sales calls & meetings

Module 2: Time and Activity Management

- Time management best practices
- Balancing walk-in customers and planned activities
- Handling customer walk-ins effectively

Module 3: Leveraging Technology for Productivity

- Using CRM to track activities
- Leveraging technology to maximize productivity

Module 4: Reflection and Self-Evaluation

- Daily self-evaluation techniques
- End-of-day reflection and tracking

Module 5: Strategic Sales Leadership in Branch

- Leading change in sales organizations
- Building a sustainable sales culture

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

N/A

Program language:

English

Prerequisites:

None