



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 15 February 2026 To 19 February 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

Understanding sales metrics, KPIs, and performance tracking is crucial for sales professionals looking to drive results and optimize performance. This comprehensive 5-day course is designed to equip participants with the knowledge and tools necessary to measure, analyze, and improve sales performance. Through interactive sessions and hands-on exercises, learners will develop insights into effectively using sales data to make informed decisions and drive business growth.

Objectives

- Define key sales metrics and KPIs relevant to different sales processes.
- Explain the importance and impact of accurate sales performance tracking.
- Identify tools and techniques for measuring sales performance effectively.
- Interpret sales data to make strategic decisions and improvements.
- Implement best practices for reporting and communicating sales performance.

Course Outlines

Day 1: Introduction to Sales Metrics and KPIs

- Understanding the Basics: Definitions and Characteristics
- Distinguishing Between Metrics and KPIs
- The Role of Sales Metrics in Business Strategy
- Common Sales Metrics and Their Applications
- Case Studies: Successful Use of Sales KPIs

Day 2: Identifying and Selecting the Right Metrics

- Aligning Sales Metrics with Business Goals
- Evaluating the Relevance and Importance of Sales KPIs
- Tools for Selecting Effective Sales Metrics
- Hands-On Workshop: Identifying KPIs for Your Business
- Feedback and Refinement of Selected Metrics

Day 3: Performance Tracking Tools and Techniques

- Overview of Performance Tracking Tools
- Implementing Sales Dashboards and CRM Systems
- Real-Time Tracking vs. Periodic Review
- Using Technology to Automate Performance Tracking
- Interactive Session: Setting Up a Sales Dashboard

Day 4: Data Analysis and Interpretation

- Methods for Analyzing Sales Data
- Identifying Trends and Patterns in Sales Metrics
- Common Pitfalls in Data Interpretation
- Transforming Data Insights into Actionable Strategies
- Workshop: Case Studies in Sales Data Analysis

Day 5: Reporting and Communicating Sales Performance

- Best Practices for Sales Reporting
- Tailoring Reports to Different Audiences
- Visualizing Data for Impactful Communication
- Storytelling with Sales Performance Data
- Group Presentation: Communicating Sales Insights