



# الدورة التدريبية الاحترافية للمنهج الأمريكي المتكامل



**AGILE LEADERS**  
Training Center

25 - 29 May 2027  
مدريد



## الدورة التدريبية الاحترافية للمنهج الأمريكي المتكامل

المرجع: 36395\_29322 التاريخ: 25 - 29 May 2027 الموقع: مدريد الرسوم: Euro 5700

### Course Overview:

Sales teams often gravitate towards clients with similar personalities, leading to higher short-term sales but limiting market expansion. This tendency can weaken overall performance and provide opportunities for competitors. The American Integrated Approach for Developing Sales Skills addresses this challenge with a structured methodology that enhances sales effectiveness.

This course introduces an integrated sales development package designed to optimize sales channels through a unique client classification system. By identifying four distinct client color categories, sales teams can enhance their ability to connect with diverse customer personalities. Additionally, the program includes coaching for sales managers, CRM integration techniques, and specialized training to improve customer interactions.

Participants will gain insights into improving communication channels, fostering client loyalty, and increasing sales performance. This approach has been successfully implemented in various industries, yielding measurable results, including a 27% increase in sales within a year.

### Target Audience:

- Sales Representatives
- Sales Managers
- Marketing Professionals
- Customer Service Teams
- Business Development Executives

### Targeted Organizational Departments:

- Sales
- Marketing
- Customer Relationship Management CRM
- Business Development

### Targeted Industries:

- Fast-Moving Consumer Goods FMCG
- Healthcare & Dental Centers
- Telecommunications
- Pharmaceuticals
- Direct Sales Companies

## Course Offerings:

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

- Identify and categorize clients into four distinct color types
- Adapt their sales techniques to engage effectively with different client personalities
- Implement structured coaching strategies for sales teams
- Integrate client color profiling into CRM systems
- Enhance coordination between sales, marketing, and customer service teams
- Increase customer satisfaction and loyalty through personalized interactions

## Training Methodology:

This course employs a combination of interactive and experiential learning techniques, including:

- Case studies on successful sales interactions using client color categorization
- Role-playing exercises to practice adapting sales approaches
- Group discussions on overcoming sales performance limitations
- Coaching sessions for sales managers to reinforce team application
- CRM system integration workshops for seamless client profiling
- Feedback sessions to refine and enhance sales strategies

## Course Toolbox:

- Client Color Categorization Guide
- Sales Coaching Framework
- CRM Integration Templates
- Case Study Workbooks
- Interactive Role-Playing Scenarios

## Course Agenda:

### Day 1: Understanding the American Integrated Approach

- Introduction to the American Integrated Approach in Sales Topic 1:
- The Psychology Behind Sales Interactions Topic 2:
- Identifying the Four Client Color Categories Topic 3:
- Recognizing Personal Sales Strengths and Weaknesses Topic 4:
- The Role of Emotional Intelligence in Sales Topic 5:
- Building Stronger Client Relationships Topic 6:
- Key Takeaways and Group Discussion Reflection & Review:

## Day 2: Enhancing Sales Strategies and Adaptability

- Adapting Sales Techniques to Different Client Types Topic 1: •
- Overcoming Sales Performance Limitations Topic 2: •
- Communication Strategies for Engaging Diverse Clients Topic 3: •
- Effective Sales Negotiation Techniques Topic 4: •
- Handling Objections and Closing Deals Topic 5: •
- Improving Customer Retention Through Personalization Topic 6: •
- Lessons Learned and Strategy Adjustments Reflection & Review: •

## Day 3: Sales Coaching and CRM Integration

- The Role of Sales Managers in Implementing Strategies Topic 1: •
- Best Practices for Coaching Sales Teams Topic 2: •
- Leveraging CRM Tools for Client Categorization Topic 3: •
- Enhancing Collaboration Between Sales, Marketing, and CRM Teams Topic 4: •
- Data-Driven Decision Making in Sales Topic 5: •
- Real-Life Case Studies on Sales Performance Improvement Topic 6: •
- Application of Techniques in Real Scenarios Reflection & Review: •

## Day 4: Advanced Sales Techniques and Real-World Applications

- Psychological Tactics in Sales Persuasion Topic 1: •
- Customer Profiling and Behavioral Analysis Topic 2: •
- Role-Playing and Scenario-Based Learning Topic 3: •
- Developing a Personalized Sales Action Plan Topic 4: •
- Maximizing Sales Productivity and Efficiency Topic 5: •
- Metrics and KPIs for Sales Success Topic 6: •
- Key Learning and Strategic Adjustments Reflection & Review: •

## Day 5: Measuring Success and Long-Term Implementation

- Analyzing Sales Performance Metrics Topic 1: •
- Customer Loyalty and Retention Strategies Topic 2: •
- Continuous Improvement in Sales Approaches Topic 3: •
- Developing a Sustainable Sales Growth Plan Topic 4: •
- Post-Training Application and Real-World Challenges Topic 5: •
- Personal Development Plans for Sales Professionals Topic 6: •
- Final Thoughts and Next Steps Reflection & Review: •

## FAQ:

- What specific qualifications or prerequisites are needed for participants before enrolling in the course? •

No specific qualifications are required; however, prior experience in sales or marketing is beneficial.

How long is each day's session, and is there a total number of hours required for the •  
entire course?

Each day's session is structured to last around 4-5 hours, including breaks and interactive activities. The total course duration spans five days, approximately 20-25 hours of instruction.

How does this approach ensure long-term sales improvement? •

The course provides a structured methodology that integrates coaching, CRM tools, and psychological insights into sales. These elements work together to create lasting behavioural changes that sustain sales performance improvement over time.

### How This Course is Different from Other Sales Development Courses:

The American Integrated Approach for Developing Sales Skills combines psychological insights with structured coaching and CRM integration. Unlike traditional sales training programs, this course focuses on:

- A scientifically backed client categorization system
- A holistic methodology that enhances team collaboration
- Proven success in multiple industries with measurable outcomes

Participants will not only refine their sales techniques but also gain a strategic framework that can be applied across different business environments. While tools are not provided, insights and examples of effective sales tools will be explored throughout the course.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجر - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

## مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونتره - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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