

# Reinventing the Sales Team for Enhanced Productivity

Providing strategic sales insights in a competitive marketplace

**Date:** Oct. 20, 2026

**Duration:** 4 days

**Mode of Delivery:** Hybrid

**PROGRAM FEE: N850,000**

## Overview

Organisations today are facing a marketplace reshaped by intense competition, socioeconomic pressures, and the lingering effects of COVID-19. While some continue using traditional transactional selling models, others are attempting rapid transformation with mixed and often underwhelming outcomes. This programme equips participants to rethink outdated approaches and design sales models that remain relevant in a disrupted environment.

Through practical tools, strategic frameworks, and peer-to-peer engagement, participants will explore how to understand evolving customer behaviour, remodel route-to-market structures, and enhance the productivity of their sales organisation. By the end of the programme, they will be positioned to drive more resilient, agile, and customer-focused sales performance.

## Learning Objectives and Benefits

Participants on this programme will:

- Assess the agility of your selling strategy and understand disruptions in customer behaviour.
- Remodel your route-to-market by strengthening existing channels and identifying new, relevant ones such as e-commerce.
- Enhance the productivity of your sales organisation through improved behaviours and relationship-building practices.

## Who should attend

This Programme is designed for organisations with large sales operations across product and service industries seeking improved selling performance. It is ideal for mid- to senior-level sales professionals in B2C and B2B environments who must respond to rapidly shifting customer behaviour. The programme also benefits SME owners and high-potential sales employees looking to build a structured and professionally managed selling function.

## Structure and Curriculum

- Is our selling strategy agile?
- Changes in customer behaviour vs sales and organisational strategy
- Remodeling our route to market by reviewing/rebuilding the existing RTM model, new opportunities, and building an e-commerce route
- Steps to review and rebuild the company's route to market
- Enhancing sales staff productivity: the (Lean) selling organisation
- Productivity-based reward systems
- Positive behaviour in sales practice; ethical conduct in sales; emotional intelligence
- Sales and organisational profitability
- Sales forecasting, receivables, cash flow/working capital management
- Capstone Project: Assessing the agility of your organisation's Route to Market and redesigning it to enhance relevance, productivity, and profitability (submitted on the closing day).

## Secure Your Spot / Need to Know More?

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