



2026 EDITION

Sales *Training* Programs

Equipping sales teams to prospect, sell and close with confidence

INSTRUCTOR-LED

ENTERPRISE READY

CUSTOMIZABLE

GLOBAL DELIVERY

31

COURSES

7

CATEGORIES

5,000+

EXPERT TRAINERS

Building *high-performing* sales teams

Edstellar is an enterprise learning partner that helps organizations build future-ready workforces. Our 2,000+ instructor-led programs are delivered onsite or live online by 5,000+ practitioner trainers, and each one is tailored to your goals. This catalog brings together 31 sales programs that span selling skills and methodology, industry sales, revenue operations and sales technology, prospecting and social selling, and channel and distribution sales.

Global leaders including Visa, ABB and Aditya Birla Group trust Edstellar to build capability at enterprise scale. Before any program starts, we look at the real capability gap and the business goal behind it, so every module ties back to outcomes your leaders can measure, not just attendance. The result is selling skills your teams put to work straight away.

Learning paths for *every* role



Sales Leaders & Managers

COACH & FORECAST

Coach the team, manage the pipeline and forecast revenue with discipline.

START WITH

- Sales Coaching for Managers
- Sales Pipeline Management
- Sales Forecasting



Account Executives & Closers

SELL & CLOSE

Run consultative conversations, handle objections and close with confidence.

START WITH

- Consultative & Solution Selling
- Closing Sales
- Objection Handling



SDRs & Prospecting Teams

PROSPECT & QUALIFY

Generate pipeline through outbound, social selling and smart prospecting.

START WITH

- B2B Prospecting & Lead Generation
- Social Selling & Digital Prospecting
- Outbound Sales



Enterprise & Key Account Managers

GROW ACCOUNTS

Win and expand strategic accounts with structured deal and channel management.

START WITH

- Enterprise & Strategic Account Management
- Sales Qualification & Deal Discipline (MEDDPICC)
- Channel & Partner Ecosystem Management

Why *choose* us

01

Practitioner trainers

5,000+ verified sales leaders, enterprise sellers and sales coaches who close deals in real markets.

02

Customizable programs

Curriculum built around your sales motion, industry, deal size and revenue goals.

03

Global delivery

Onsite or live virtual in any time zone, with in-person delivery across 1,000+ locations.

04

ISO 9001 & ISO 27001 certified

ISO 9001:2015 for quality and ISO 27001:2022 for information security.

How we *work*

01

Submit your brief

Share your training needs, team size and skill gaps.

02

Custom plan

Receive a tailored curriculum and trainer recommendations.

03

Approve & schedule

Finalize content, dates and delivery mode for your team.

04

Train & measure

Expert-led sessions with progress tracking and ROI reporting.

Course *categories*

01 Selling Skills & Methodology

9

03 Revenue Operations & Sales Technology

3

05 Prospecting & Social Selling

2

07 More Sales Topics & Tools

7

02 Industry Sales

7

04 Channel & Distribution Sales

2

06 Enterprise & Key Account Sales

1

31 courses in total · full list on the pages that follow

All 31 courses

01 Selling Skills & Methodology

9

Competitive Selling Skills	→
Consultative & Solution Selling	→
High Ticket Selling	→
Professional Selling Skills	→
Psychology of Selling	→
Sales Coaching for Managers	→
Sales Presentation Skills	→
Sales Qualification & Deal Discipline (MEDDPICC)	→
Upselling and Cross-selling	→

02 Industry Sales

7

Automotive Sales	→
Closing Sales	→
Outbound Sales	→
Pharmaceutical Sales & Key Account Management	→
Relationship Sales	→
Sales Automation	→
Sales Forecasting	→

03 Revenue Operations & Sales Technology

3

Microsoft Dynamics 365 Sales	→
Oracle CPQ Configuration	→
Sales Pipeline Management	→

04 Channel & Distribution Sales

2

CG/FMCG Route-to-Market & Distributor Management	→
Channel & Partner Ecosystem Management	→

05 Prospecting & Social Selling

2

B2B Prospecting & Lead Generation	→
Social Selling & Digital Prospecting	→

06 Enterprise & Key Account Sales

1

Enterprise & Strategic Account Management	→
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07 More Sales Topics & Tools

7

Building Rapport with Customers	→
Effective Questioning Techniques	→
High Performance Mindsets	→
Net Promoter Score	→
Objection Handling	→
Self-Discipline	→
Telephone Etiquette	→

Trusted by *enterprises*

“ Our reps adopted a single selling methodology across regions, and win rates followed. The enterprise and key account modules helped the team manage complex deals with real discipline instead of hope.

CHIEF REVENUE OFFICER · GLOBAL SOFTWARE COMPANY

“ The revenue operations and sales technology training aligned our CRM, forecasting and territory planning. Pipeline reviews are finally built on numbers we trust.

VP OF SALES · GLOBAL INDUSTRIAL MANUFACTURER

“ Our prospecting and social selling improved fast, and the channel and distribution sessions sharpened how our partners sell for us.

DIRECTOR OF CHANNEL SALES · MULTINATIONAL TECHNOLOGY FIRM

TRUSTED BY

Visa

ABB

Aditya Birla Group

& OTHER FORTUNE 500 ORGANIZATIONS

Let's *connect*

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[Schedule a consultation →](#)



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