# Scrum Alliance Agile in Sales Micro-Credential Training

Duration: **1 Day**

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## Overview

This **one-day premium course** enables sales professionals to apply **Agile principles** to boost deal flow, customer engagement, and adaptability in fast-changing sales environments.
Participants learn to use iterative sales methods, agile forecasting, and collaborative tools to optimize pipelines and improve sales performance.
Delivered by **Scrum Alliance-accredited trainers**, this live workshop awards a **digital micro credential** upon completion.

## Prerequisites

No formal prerequisites required.
Basic familiarity with **sales concepts** or **agile methodologies (Scrum, Kanban)** is recommended.

## Who Should Attend

Ideal for:

- **Sales Managers, Account Executives, and Sales Teams**
- **Sales Enablement and Operations Specialists**
- **Leaders and Managers in Customer-Facing Roles**
- Organizations integrating **Agile ways of working** into commercial functions

## What You Will Learn

After completing this course, learners will:

- Describe the advantages of applying agile principles to sales operations
- Transform traditional sales workflows into iterative, backlog-driven systems
- Use agile tools like sprints, visual boards, and retrospectives for pipeline management
- Forecast using empirical data and short iteration cycles
- Build feedback loops with customers and internal teams
- Enable cross-functional collaboration with marketing, product, and customer success teams
- Recognize and address common pitfalls in agile sales transformation

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## Outline

**Introduction to Agile Sales**

- Why agility matters in modern selling
- Comparing traditional vs. agile sales models

**Understanding Sales Flow**

- Visualizing pipeline as a backlog
- Managing sales stages through iteration

**Sprints and Forecasting**

- Running short sales cycles or sprints
- Forecasting using velocity and sprint data

**Feedback and Adaptation**

- Conducting weekly or biweekly reviews
- Rapid “inspect and adapt” learning loops

**Collaboration and Stakeholder Alignment**

- Involving marketing, product, and customer success teams
- Cross-functional standups and demo sessions

**Tooling and Metrics**

- CRM, task boards, and sales dashboards
- Key metrics: win rate, cycle time, pipeline coverage

**Avoiding Antipatterns**

- Common pitfalls: overplanning, poor feedback, rigidity
- Maintaining flexibility and customer focus

**Scaling Agile Sales**

- Applying agile across teams and territories
- Aligning sales agility with enterprise strategy