



Ei Sales Management®
'Take the Lead' Agenda
October 13 & 14, 2016

October 13, 2016	Manage Results....Not Excuses
7:45am – 8:00am:	Breakfast / Meet and Greet
8:00am – 8:30am:	Case Studies / Challenges / Peer Input
8:30am – 9:15am:	Principles of Sales Leadership: <ul style="list-style-type: none">- How to bring out the best in your sales team- Creating a disciplined sales culture- Elevate awareness of personal choices, commitment and consequences.
9:15am – 9:30am:	Accountability and High Performance: <ul style="list-style-type: none">- Obstacles to accountability- Tools for improving accountability and high performance
9:30am – 9:45am:	BREAK
9:45am – 11:30am:	Obstacles to Accountability: <ul style="list-style-type: none">- Breakdown of trust- Allowing victim mentality and the 'blame game'- Creating safe environments to fail and improve
<hr/>	
11:30am – 1:00pm:	LUNCH – Provided by SalesLeadership
<hr/>	
1:00pm – 2:15pm:	Creating Cultures of Accountability: <ul style="list-style-type: none">- Improve your sales teams ability to handle resiliency and adversity- Leverage the power of emotional intelligence and improve leadership results
2:15pm – 2:30pm:	BREAK
2:30pm – 4:15pm:	Creating Cultures of Accountability – (cont.)
4:15pm – 4:30pm:	Final Q & A



October 14, 2016

Proactive and Predictable Sales Growth

7:45am – 8:00am: Breakfast / Meet and Greet

8:00am – 9:30am: Targeting your best opportunities:

- Client analysis – Who is your best fit client? Where is your team wasting time?
- Growing existing clients – Strategy and tactics
- Firing non-profitable clients

9:30am – 9:45am: BREAK

9:45am – 10:45am: Targeting your best opportunities - (Cont.)

10:45am – 11:45am: Gaining ‘wallet share’ – Pre-call planning:

- Designing thought provoking questions
- Proactive objection handling
- Analyzing and exposing the competitions gaps
- Overcoming obstacles to execution

11:45am – 1:15pm: LUNCH – Provided by SalesLeadership

1:15pm – 2:00pm: Take the guesswork out of sales forecasting:

- Avoid the top three mistakes made when setting sales goals and individual sales quotas

2:00pm – 2:30pm: Create raving fans:

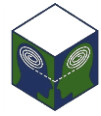
- Implementing the WOW factor at your company
- Create advocates, not just customers
- Instill the ‘extra mile’ attitude in your sales culture

2:30pm – 2:45pm: BREAK

2:45pm – 3:00pm: Raving fans – (cont.)

3:00pm – 3:30pm: The power of themes and slogans:

- What is your “Just Do It?”
- Create momentum and enthusiasm year around
- Leverage your sales teams creativity to achieve consistent sales results
- Hit the sales and fun quota



3:30pm – 4:15pm:

Running effective sales meetings – no more ground hog day meetings!

- The power of agendas and structure
- Eliminate wasted meetings and opportunities to improve your team's performance
- Facilitation skills that enhance participation

4:15pm – 4:30pm:

Wrap and summary

- Lead so others will want to follow

*It's sometimes lonely at the top developing your sales team.
It's always crowded at the top when your hard work pays off and
your sales team summits to success.*

