

**Ei Sales Management®**  
***'Take the Lead' Agenda***  
**March 3 & 4, 2015**

<b>March 3, 2015</b>	<b>Professional Training and Coaching Skills</b>
<b>7:45am - 8:00am:</b>	<b>Breakfast / Meet and Greet</b>
<b>8:00am – 9:00am:</b>	<b>Overview and Introductions</b>
<b>9:00am – 10:00am:</b>	<b>Training and Coaching Skills:</b> <ul style="list-style-type: none"> <li>– Training versus Coaching - When to train and when to coach</li> <li>– Adult Learning Model – How to make sales training stick</li> <li>– Skill Development – Avoid the top three mistakes made by sales manager's in performance management</li> </ul>
<b>10:00am – 10:15am:</b>	<b>BREAK</b>
<b>10:15am – 11:00am:</b>	<b>Training and Coaching Skills – (cont.)</b>
<b>11:00am – 11:45am:</b>	<b>Field Coaching:</b> <ul style="list-style-type: none"> <li>– Diagnosing performance issues – Beliefs, commitment, training or application of selling skills. Work on the right end of performance issues</li> <li>– When to train, coach or counsel</li> </ul>
<b>11:45am – 1:15pm:</b>	<b>LUNCH - provided by SalesLeadership</b>
<b>1:15pm – 1:45pm:</b>	<b>Field Coaching – (cont.)</b>
<b>1:45pm – 3:00pm:</b>	<b>Tools for Training:</b> <ul style="list-style-type: none"> <li>– How to set-up effective role plays and exercises</li> <li>– The neuroscience of training and skill development</li> <li>– Effectively debriefing and pre-briefing sales calls</li> </ul>
<b>3:00pm – 3:15pm:</b>	<b>BREAK</b>
<b>3:15pm – 4:30pm:</b>	<b>Tools for Training – (cont.)</b> <b>Summary and Wrap</b>

**March 4, 2015**

## **Hiring and Selecting Top Sales Talent**

<b>7:45 am – 8:00 am:</b>	<b>Breakfast / Meet and Greet</b>
<b>8:00 am – 8:30 am:</b>	<b>Introduction and Opening Exercise</b>
<b>8:30 am – 9:30 am:</b>	<b>Building the job profile:</b> <ul style="list-style-type: none"> <li>– Key competencies, emotional intelligence, culture fit and behavioral styles needed for success in your sales organization.</li> <li>– Determine specific go/no interview questions.</li> </ul>
<b>9:30am – 9:45am:</b>	<b>BREAK</b>
<b>9:45am – 10:00am:</b>	<b>Building the job profile (cont.)</b>
<b>10:00am – 10:30am:</b>	<b>Hiring for Core Values:</b> <ul style="list-style-type: none"> <li>– Identify salespeople that fit your culture. I.e. teamwork, integrity, work ethic</li> </ul>
<b>10:30am – 10:50am:</b>	<b>Pre-screening Tools:</b> <ul style="list-style-type: none"> <li>– Create recruitment ads and telephone screening interviews.</li> <li>– How to disqualify bad hires early.</li> </ul>
<b>10:50am – 11:10am:</b>	<b>Pre-screening Tools:</b> <ul style="list-style-type: none"> <li>– Key Background Review Questions from Top Grading</li> </ul>
<b>11:20am – 11:30am:</b>	<b>Q &amp; A Summary</b>
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<b>11:30am – 12:45pm:</b>	<b>LUNCH – provided by SalesLeadership</b>
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<b>12:45pm – 2:15pm:</b>	<b>Behavior Based Interviewing Skills:</b> <ul style="list-style-type: none"> <li>– A proven methodology for discovering if a candidate <b><u>CAN</u></b> and <b><u>WILL</u></b> sell consistently and effectively.</li> <li>– Eliminate the ‘wing-it’ approach to interviewing. Look for evidence of desired attitudes, skills and habits of top sales producers.</li> <li>– Create a customized interview guide for your sales organization</li> <li>– Stop wasting time on good interviewers, imposters and mediocre salespeople</li> </ul>
<b>2:15pm – 2:30pm:</b>	<b>BREAK</b>
<b>2:30pm – 3:00pm:</b>	<b>Behavior Based Interviewing Skills (cont.)</b>
<b>3:00pm – 4:00pm:</b>	<b>On-Boarding New Hires:</b> <ul style="list-style-type: none"> <li>– Setting clear expectations for success on attitudes, habits, activity metrics and sales results.</li> <li>– Ramp up new hires quickly and effectively</li> </ul>
<b>4:00pm – 4:30pm:</b>	<b>Q &amp; A / Summary &amp; Wrap</b>

*Get the right people on the  
sales bus. Then train, coach and  
mentor.*

*Now, you are set to hit the  
fun quota and sales quota.*

