



TOP SALES PRODUCERS, exhibiting the right behaviors, skills and results, are often promoted to sales management. Unfortunately, these same top producers are set up to fail in their new leadership role. They aren't educated on the new skills required to lead and develop a high performance team. When you sign up for sales management, it's no longer about how good you are, it's about your ability to teach and transfer the habits and skills that made you successful.

SalesLeadership's powerful **TAKE THE LEAD** sales management program is focused on teaching sales managers the mindset and leadership skills required for effective sales management.

WORKSHOP 1

HIGHER EXPECTATIONS

Recruit and retain top sales talent

Hiring is one of the most difficult AND most important decisions in accelerating growth. Studies show that the wrong "hire" impact is 3-5 times the annual compensation of the position. (Not to mention opportunity costs, reputation and personal mental energy.)

Learning Objectives

- Identify the hard skills, personal motivators and emotional intelligence skills potential sales candidates need for success in specific sales roles.
- Learn telephone interviewing techniques that quickly qualify or disqualify candidates. Stop wasting hours interviewing candidates that can't or won't sell.
- Integrate personal and company core values into the hiring process. Avoid hiring culture misfits.
- Learn behavior based interviewing process. Eliminate hiring mistakes based on gut and poor interviewing skills.

Included in the workshop:

Telephone screening templates and guides

- Telephone interview templates
- Behavior based interviewing templates
- Sample interview questions



WORKSHOP 2

PROFESSIONAL TRAINING AND COACHING SKILLS

Elevating your sales team from good to great

Managers are easily distracted by the administrative requirements of running a sales team. In the end, skill development and coaching contribute the most to the bottom line. Research shows a coached team will outperform a non-coached team by 20%. This workshop, customized for sales managers, teaches sound principles of training and coaching.

Learning Objectives

- Improve ability to diagnose sales performance challenges. Work on the right end of the problem.
- Discover the difference between training and coaching; when to teach and when to coach.
- Develop skills that insure the transfer and application of knowledge.
- Avoid the top three training and coaching mistakes made by sales managers.
- Learn how to give feedback that is welcomed and not met with defensiveness.

WORKSHOP 3

MANAGING RESULTS, NOT EXCUSES.

Eliminate mediocrity and “good enough” sales cultures

“They just don’t do what I tell them” is a common complaint voiced by sales managers. Great managers consistently communicate clear expectations and provide feedback on those expectations. Do you really have clear definitions and expectations for high performance? If not, your team may be working on the wrong goals and activities.

Learning Objectives

- Discover the power of values based leadership. Eliminate mission statements that hang on the walls and never hit the halls.
- Create ‘caring for’ rather than ‘care taking’ sales cultures.
- Avoid the trap of rescuing salespeople on their journey of improvement.
- Create emotionally intelligent cultures that embrace ownership, personal accountability and sales results.
- Learn the balance between people management and revenue attainment.



WORKSHOP 4

SCALING REVENUES

Gaining New Clients and Growing Existing Relationships

Sales managers are charged with revenue growth, however, often lack a formal strategy for growing business. This workshop focuses on gaining clarity around your best prospects and clients to insure profitable revenue growth. Participants learn winning strategies for new account acquisition and account management. Learn how to install systems and processes that create raving fans.

Learning Objectives

- Identify your ideal client. Not every prospect or customer deserves to be your customer.
- Avoid one size fits all goal setting for your sales team.
- Learn tactics and strategies for selling against the incumbent.
- Install the attitude of going the 'extra mile' with your sales team to create a WOW experience for clients.
- Develop key performance metrics that incent the selling behaviors and activities needed for predictable revenue growth.

WORKSHOP 5

THE EMOTIONALLY INTELLIGENT SALES MANAGER

Soft Skills That Produce Hard Sales Results

Sales managers often struggle with the balance of managing and motivating salespeople and achieving profits. In this workshop, sales leaders learn key emotional intelligence skills that create competitive, collaborative sales cultures that win.

Learning Objectives

- Learn the neuroscience behind emotion management.
- Discover how improved emotional self-awareness helps sales managers identify the specific style and approach needed with each member of their team.
- Create sales environments that build resiliency and personal accountability.
- Eliminate stress to improve creativity and productivity.
- Avoid the pull of instant gratification by improving impulse control.



WORKSHOP 6

DELEGATION AND DOLLARS

Effective delegation skills for leaders

The best leaders are those that have learned to delegate. By definition, delegation means to transfer authority and associated responsibility to another employee. Sales managers mastering this skill are free to work on strategic, high level initiatives. During this workshop, sales leaders learn to stop saying, "If you want it done right....."

Learning Objectives

- Improve delegation skills. Avoid creating responsibility and no authority cultures.
- Identify and avoid the top three barriers that keep executives from effective delegation.
- Learn the mindset and discipline for working on high leverage activities. Eliminate the pull of instant gratification.
- Learn the who, what, when and how of delegation.
- Set and manage expectations for successful outcomes.



SalesLeadership

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