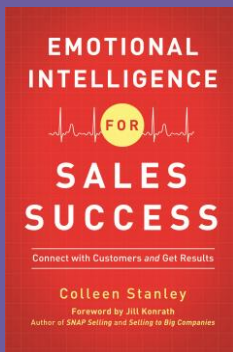


Ei Sales Management® 'Take The Lead' Agenda February 12 - 13, 2019

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Day 1 Manage Results...Not Excuses

- 7:45 am – 8:00 am:** Breakfast / Meet and Greet
- 8:00 am – 8:30 am:** Case Studies / Challenges / Peer Input
- 8:30 am – 9:15 am:** Principles of Great Sales Leadership
- How to bring out the best in your sales team – What Vince and John knew about building great teams
 - Creating a disciplined sales culture by embracing the power of focus and measurement
 - Model the attitudes and behaviors expected from your team
 - Teach your team the three C's of success - choices, commitment and consequences
- 9:15 am – 9:30 am:** Accountability and High Performance: Obstacles That Prevent Sales Success
- Avoidance of conflict and truth telling conversations which lead to caretaking sales cultures
 - Breakdown of trust and execution – The three E's of winning. Eliminate the need to micromanage
 - Procrastination and reactive thinking – Avoid the tyranny of the urgent
 - Victim mentality and the 'blame game'
 - Comfort zones and stalled sales - Fear of risk and failure
- 9:30 am – 9:45 am:** BREAK
- 9:45 am – 11:30 am:** Accountability and High Performance – (Cont.)
- 11:30 am – 1:00 pm:** LUNCH – Provided by SalesLeadership



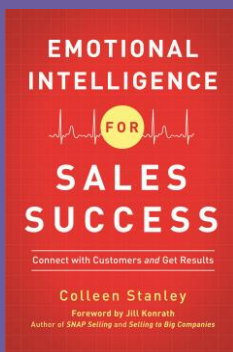
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- 1:00 pm – 2:15 pm:** **Removing Obstacles and Accelerating Sales Success - Create Cultures of Accountability, Responsibility and Results**
- Create sales cultures of candor and feedback
 - Develop all weather teams rather than fair weather teams
 - Create proactive thinking. Busy isn't productive
 - Develop "I own it" thinking and actions
 - Improve your sales team's ability to handle resiliency and adversity
 - Leverage the power of emotional intelligence to improve sales leadership skills
- 2:15 pm – 2:30 pm:** **BREAK**
- 2:30 pm – 4:15 pm:** **Removing Obstacles and Accelerating Sales Success – (Cont.)**
- 4:15 pm – 4:30 pm:** **Q & A, Summary and Wrap-Up**

*The illiterate of the 21st century
will not be those who cannot read
and write, but those who cannot
learn, unlearn, and relearn.*

~ Alvin Toffler ~



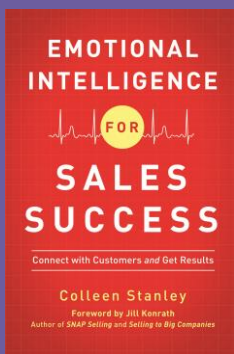
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Day 2

Scaling Revenues Proactive and Predictable Sales Growth

- 7:45 am – 8:00 am: Breakfast / Meet and Greet**
- 8:00 am – 9:30 am: Target your best opportunities**
- Client analysis – Who is your best fit client? Where is your team wasting time?
 - Growing existing clients – strategy + tactics
 - Firing non-profitable clients ---- nicely
- 9:30 am – 9:45 am: BREAK**
- 9:45 am – 10:45 am: Target your best opportunities – (Cont.)**
- 10:45 am – 11:45 am: Gaining 'wallet share' – Pre-call planning**
- Designing thought provoking questions that position you as an expert, not a transactional salesperson/company
 - Proactive objection handling
 - Analyzing and exposing the competitor's gaps
 - Overcoming predictable obstacles to execution and winning
- 11:45 am – 1:15 pm: LUNCH – Provided by SalesLeadership**
- 1:15 pm – 2:30 pm: Take the guesswork out of sales forecasting**
- Avoid the top three mistakes made when setting sales goals and individual sales quotas
 - Stop setting goals and incentives that *demotivate* your sales team.
- 2:30 pm – 2:45 pm: BREAK**
- 2:45 pm – 4:00 pm: Running effective "WOW" sales meetings**
- Avoid ground hog day sales meetings
 - Make sales meetings "your 1 thing"
 - Create a learning culture that wins in any economy
- 4:15 pm – 4:30 pm: Wrap and summary**
- Lead so others will want to follow



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*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.*

