

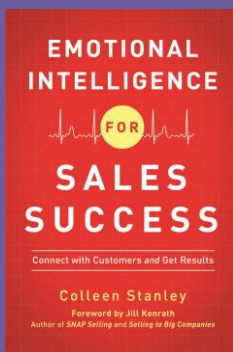
# Ei Sales Management® 'Take The Lead' Agenda February 12 – 13, 2019

SalesLeadership, Inc.  
303-708-1128

## Day 1

## Building High Performance Sales Teams 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**
- Emotional Intelligence and Sales Leadership Success
  - Discipline, focus and success
  - Model the attitudes and behaviors expected from your team
- 9:15 am – 9:30 am:** **Common Obstacles That Prevent Sales Success**
- Lack of emotional intelligence – emotion management and self-awareness
  - Avoidance of conflict and truth telling conversations.
  - Caretaking sales cultures versus caring for sale cultures
  - Lack of trust and execution
  - Procrastination, reactive thinking and distractions
  - Victim mentality and the 'blame game'
  - Fear of failure
- 9:30 am – 9:45 am:** **BREAK**
- 9:45 am – 12:00 pm:** **Common Obstacles That Prevent Sales Success – (Cont.)**
- 12:00 pm – 1:00 pm:** **LUNCH – Provided by SalesLeadership**
- 1:00 pm – 2:15 pm:** **Removing Obstacles and Accelerating Sales Success**
- Building Emotionally Intelligent Sales Cultures
  - Creating sales teams that embrace feedback
  - Develop resilient, bounce back sales teams
  - Establish proactive and productive sales habits
  - Develop "I own it" thinking on your sales team
- 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**



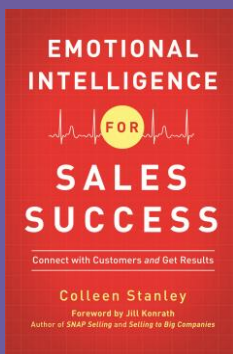
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## Day 2

## 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 sales team wasting time?
  - Growing existing clients – strategy + tactics + execution
  - 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**
- Design thought provoking questions that position your sales team and company as trusted experts, not a transactional, “what’s your price” vendor
  - Proactive objection handling
  - Unseating strong incumbents
  - Identify and overcome predictable obstacles to execution and winning
- 11:45 am – 1:00 pm:** **LUNCH – Provided by SalesLeadership**
- 1:00 pm – 2:30 pm:** **Take the Guesswork Out of Sales Forecasting**
- Avoid the top three mistakes made when setting company 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 – 4:15 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 when developing your sales team's skills, habits and attitude. But the view is great when your hard work pays off and your entire sales team summits to success.*

