



TAKE THE LEAD

SALES MANAGEMENT PROGRAM

Teaching sales managers the mindset and leadership skills required for effective sales management.

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.

WORKSHOP: 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.) Make your life easier as a sales manager by getting the right people on your 'sales bus.'

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. Get clear on your non-negotiables. Avoid hiring culture misfits.
- Learn behavior-based interviewing process. Eliminate hiring mistakes based on gut and poor interviewing skills.

WORKSHOP: PROFESSIONAL TRAINING AND COACHING SKILLS

Elevate your sales team from good to great

Sales managers are often frustrated by their inability to transfer the skills that made them a top producer. As a result, they end up being the company closer, instead of developing a sales team that can open and close business. This workshop, customized for sales managers, teaches training and coaching skills that accelerate sustainable revenues.

LEARNING OBJECTIVES

- Improve ability to diagnose sales performance challenges. Work on the right end of the problem. (Does your sales team really need to hear that they need to ask more questions one more time?)
- Discover the difference between training and coaching; when to teach and when to coach.
- Develop skills that ensure the transfer and application of knowledge.
- Avoid the top three training and coaching mistakes made by sales managers.
- Improve ability to pre-brief and debrief sales calls. Repetition is the key to mastery.

**WORKSHOP:
MANAGE RESULTS, NOT EXCUSES.**

LEARNING OBJECTIVES

Eliminate mediocrity and “good enough” sales cultures

Building a high- performance sales team is not an easy job. It requires assertiveness in holding salespeople accountable to metrics, skill development and sales results.

Effective sales managers know how to achieve the fine balance of developing people and achieving profits.

- Eliminate mission statements that hang on the walls- but never hit the halls.
- Create ‘caring for’ rather than ‘care taking’ sales cultures.
- Avoid creating a victim mentality. Stop rescuing salespeople on their journey of improvement.
- Leverage emotional intelligence to create sales cultures that embrace personal responsibility, feedback, and consistent sales results.
- Learn the three E’s of trust: emotional self-awareness, expertise and execution. Create truth telling sales cultures and fast growth.

**WORKSHOP:
SCALING REVENUES**

LEARNING OBJECTIVES

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 helps sales managers gain clarity around your best prospects and clients. Participants learn winning strategies for new client acquisition, growing existing accounts and retaining accounts. Learn how to install systems and processes that create raving and repeat ‘fans.’

- 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 that decreases motivation and trust.
- Improve pre-call planning tactics and strategies that will help your team unseat strong incumbents.
- Determine key performance metrics, leading and lagging, that incent the right selling behaviors and activities needed for predictable revenue growth.

**WORKSHOP:
THE EMOTIONALLY INTELLIGENT SALES TEAM**

LEARNING OBJECTIVES

Soft skills that produce hard sales results

Retention of top salespeople is critical for predictable and sustainable growth.

In this thought-provoking workshop, sales managers learn how to create emotionally intelligent teams that compete, collaborate and win in any economy.

- Discover the importance of emotion management for sales and sales management success. Learn how to avoid the trigger-response-regret loop in your organization.
- Improve you and your team’s self-awareness. That which you are not aware of you cannot change. Stop repeating the same sales and leadership mistakes.
- Build resilient salespeople and sales teams that don’t give up in face of adversity.
- Discover how and why stress affects sales results and what to do about it.
- Avoid creating sales cultures of instant gratification. Learn the power of delayed gratification in achieving better sales and leadership results.

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The only time you can afford not to change, grow or improve is when your competitor has made the same decision.

- Colleen Stanley



SalesLeadership

Building Leaders. Redefining Sales.

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About SalesLeadership, Inc.

SalesLeadership is in the business of creating disciplined, focused, and professional sales teams. Our clients won't and don't settle for mediocrity. SalesLeadership's powerful Ei Selling® system helps sales teams eliminate empty sales pipelines, sell on value, not price, and hold sales conversations at the right level in the organizations. We know that soft skills produce hard sales results. **Top salespeople know how to read their prospects, develop relationships and most importantly, manage themselves and their actions.** Ei Selling® combines emotional intelligence skills and consultative selling skills. Product knowledge is a commodity. People knowledge is priceless.

The result is accelerated and sustainable sales with the right type of clients.