



Ei Sales Performance Management



The Sales EQ and IQ of Effective SalesLeadership

SalesLeadership is one of the world's leading experts on emotional intelligence and sales management training. We know that the unique integration of soft skills, Sales EQ, and leadership skills, Sales IQ, accelerates trust, consistent execution and sustainable sales results.

Sales managers often get set-up to fail. You know the story. Best salesperson gets promoted only to discover the skills of leading and developing a sales team are very different than those of an individual contributor. It's no longer about how good you are---it's only about how good you are in transferring the knowledge, habits and skills that made you a top salesperson.

Check out our Ei Sales Management® workshops. We are the coaches coach helping good sales leaders become great sales leaders.

Take The Lead Workshops – Sales EQ

WORKSHOP:

The Psychology and Neuroscience of Sales Leadership

Research shows that the most effective leaders share a common trait: self-control. These individuals remain cool and collected, even in the most difficult selling situations and conversations. Without this ability, it's easy for sales leaders to get derailed, defaulting to fight or flight sales management behaviors during coaching conversations. Effective sales leaders don't try to prove they're right. They focus on developing leadership skills to 'get it right.'

LEARNING OBJECTIVES

- Discover why great sales management is a combination of psychology, physiology and leadership skills.
- Improve self-awareness and self-control. Avoid the trigger-response-regret cycle of leadership.
- Decrease defensive responses in your sales team by tuning into your salesperson's emotional state. Influence the real buyer, the salesperson's reptilian brain.
- Learn tools and strategies to improve ability to effectively manage emotions. Bridge the sales management knowing and doing gap.

WORKSHOP:
Emotional Self-Awareness – It All Starts with You

LEARNING OBJECTIVES

"That which you are not aware of you cannot change." Sales managers are often running on a sales treadmill. They continue to experience the same sales management challenges such as hiring poor salespeople, missed sales forecasts or repeated coaching conversations around the same selling scenarios. Better sales results begin with the sales leader's level of self-awareness.

- Improve self-awareness and stop repeating the same leadership mistakes.
- Gain awareness on how poor management of technology affects other awareness and day-to-day coaching conversations and results.
- Discover the number one daily discipline for improving self-awareness and your teams' sales results.

WORKSHOP:
Empathy and Influence – The Big "E" of Effective Sales Coaching

LEARNING OBJECTIVES

How can sales managers influence members of their sales team if they don't know what members of their team are thinking or feeling? The short answer is: you can't. Empathy is one of the most powerful---and misunderstood---influence skills. High EQ sales managers have the ability to read their sales team emotional temperature, increasing trust and ability to give feedback.

- Stop confusing validation skills with empathy skills. Tune into the real conversation, the one that is not being verbalized.
- Discover why 'real-world' empathy is difficult to learn and apply as a leader.
- Eliminate defensive responses from your sales team by incorporating empathy into your sales coaching conversations.

WORKSHOP:
Stress Management is Sales Management – Control What You Can Control

LEARNING OBJECTIVES

In a 24/7 connected, "I need it now world," salespeople are stressed and less productive. Stress causes burnout and turnover, often as high as 27%, double the rate in the general workforce. Unfortunately, most sales managers aren't well versed in teaching their salespeople how to handle the inevitable stress that accompanies the sales profession and this thing called life.

- Decrease stress by improving your sales team's locus of control. Stop the blame game and start the accountability and responsibility game.
- Improve your sales team's ability to embrace proactive thinking rather than reactive, stress thinking.
- Teach your sales team time management skills to avoid out-of-control calendars and energy sucking (and stress inducing) distractions.
- Decrease stress by incorporating optimism into your sales coaching conversations.

WORKSHOP:
Sales Drama – Creating Sales Cultures of Accountability and Responsibility

LEARNING OBJECTIVES

Too many sales managers have a starring role in the show, Sales Drama. Without self-awareness and assertiveness, sales managers quickly turn into professional fire fighters. Time is invested in putting out fires and rescuing salespeople rather than developing salespeople. This sales management approach creates care taking sales cultures resulting in slow or stagnant growth.

- Improve self-awareness and discover how and where you are rescuing your sales team.
- Avoid the drama triangle of persecutor, rescuer and enabler. Stop rescuing salespeople on their journey of improvement.
- Improve ability to hold the difficult coaching conversations. Develop ownership thinking rather than victim thinking on your sales team.
- Improve your assertiveness skills. Avoid passive-aggressive or aggressive sales management behaviors.

WORKSHOP:
Failure Coaching – Creating A Lessons Learned Sales Culture

LEARNING OBJECTIVES

We've all heard the phrase, "You learn more from your failures than your successes." So why don't we see more failure walls in corporations? Salespeople play it safe and avoid calling on bigger and better prospects because of fear of failure or looking stupid. Or, they have a hard time getting back in the 'sales saddle' after a setback. The result is status quo selling behavior and sales results.

- Improve your sales team's ability to admit and accept mistakes.
- Create a lesson's learned sales culture that encourages risk taking. Avoid creating good enough or play it safe sales cultures.
- Build resilient salespeople that don't give up in the face of adversity.
- Learn how to teach your sales team the importance of separating their DO from their WHO. Stop taking failure and feedback personally.

Take The Lead Workshops – Sales IQ

WORKSHOP:
Principles of Professional Sales Training and Sales Coaching Skills

LEARNING OBJECTIVES

If you are the smartest man or woman in the room, chances are you need help improving your ability to transfer the knowledge, habits and skills that made you a top performer. Great sales managers are great teachers; however, most sales managers have never learned key principles of teaching and coaching. If you want to improve your sales team performance, you must develop your teaching and coaching skills.

- The neuroscience of teaching and why most sales managers fail in their role as a teacher and coach.
- Coaching your sales team through the J curve, the change curve. Avoid the curse of the comfort zones and status quo zones.
- Learn the difference between training and coaching. Know when to teach and when to coach.
- Improve ability to diagnose sales performance issues. Stop working on the wrong end of the problem. (Does your sales team really need to hear that they need to ask more questions?)

WORKSHOP:**What Does Your Sales Team Believe - Coach the Invisible to Improve Visible Sales Results**

It's often been said that the power of the question equals the power of the answer and change in selling behaviors. Sales managers are assertive people, it's one of the reasons for their success. However, this important EQ skill can also be a sales managers Achilles heel. Assertive sales managers default to telling rather than asking powerful coaching questions. As a result, there is no change in a salespersons attitude, habits or skills because people believe their own data.

LEARNING OBJECTIVES

- Improve your ability to uncover your sales teams self-limiting beliefs.
- Discover powerful questions that shift negative self-talk and negative sales results.
- Learn coaching questions that help salespeople discover how and where fear and self-limiting beliefs affect their sales performance.

WORKSHOP:**The Sales Mechanics of Coaching – Stop Telling and Start Teaching**

Every good sales organization has a sales playbook. However, a playbook is only as good as the execution of the plays. Like a great athletic coach, great sales coaches know how to analyze data from their CRM tool and observation of sales calls to identify key areas of improvement for each salesperson.

LEARNING OBJECTIVES

- Stop reading reports and learn how to analyze the data generated from the reports to focus on the right end of sales performance issues.
- Improve ability to debrief sales calls. Help your sales team discover how and where deals are getting stuck.
- Stop waiting for failed deals. Invest time in pre-briefing upcoming sales meetings. Discover the power of "what if" coaching questions.

WORKSHOP:**Territory and Account Management – Scaling Revenues with New and Existing Clients**

Sales organizations leave thousands of dollars on the table because they don't have a defined strategy for acquiring, retaining and growing existing clients. The result is stagnant or slow growth giving competitors a competitive advantage and entry into your best customers.

LEARNING OBJECTIVES

- Avoid the seven common mistakes in growing revenues.
- Avoid one size fits all quotas that decrease motivation and trust.
- Identify your ideal client. Stop trying to sell to prospects that can't or won't buy.
- Create a proactive selling strategy for growing existing business. Hope is not a strategy.
- Create key performance metrics for driving consistent growth. What gets measured improves.
- Improve sales team's ability to unseat strong incumbents.

**WORKSHOP:
Sales Meetings – Or Ground Hog
Day Meetings**

LEARNING OBJECTIVES

More than one salesperson has complained about wasting time in meetings that produce no value. Sales meetings often turn into complaint meetings, operations meetings or sales forecast “roll call” meeting. Not enough time is invested in the one thing that will improve the sales team’s performance: training and development of mindset, emotional intelligence and selling skills.

- Run your sales meeting like a sales meeting. Stop winging it and invest time in planning sales meetings that create a measurable ROI.
- Eliminate sales meetings that don’t have a defined purpose and objective.
- Develop facilitation skills to improve conversation and dialogue between members of your team.
- Create action plans following each meeting. Avoid vague next steps or no steps.

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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.