



DRIVING SALES RESULTS WITH EFFECTIVE LEADERSHIP

Training & Coaching for Sales Leaders By Sales Leaders



Sales Managers hold the pivotal role in your business. Their effectiveness as leaders and coaches can make or break the success of your sales organization.

Disciplined, effective sales leadership requires coaching and support from people who understand the job.



To be effective in their roles, Sales Managers must master certain fundamental elements of the job. Those fundamentals include finding time to coach, diagnosing development needs, influencing behavior change, communicating clear expectations, establishing accountability, building trust among their teams to name a few.

Add to that list critical management tasks like pipeline and forecast management, analyzing and understanding sales data, reporting, performance management, and executing corporate initiatives, and you get a sense of why so many Sales Managers struggle to become the leaders you need them to be.

With so many challenges and barriers to overcome, Sales Managers need help mastering the fundamentals now more than ever before. Consistent, effective sales leadership requires training, coaching, and support from experienced people who understand how to lead sales with excellence.



Dedicated, Small Group Training and Coaching

Learning only has value when it is applied, and our small group training and coaching sessions focus on real-world application. We apply and practice foundational principles of sales leadership in the context of the issues and opportunities that your Sales Managers are dealing with today. Our small group sessions follow a Plan-Do-Review rhythm, and every coaching session ends with specific and time-based commitments from your Sales Managers to ensure accountability and small changes in behavior that lead to big impact. Our sales leadership coaches are former or current sales leaders who have experienced the lessons they teach firsthand.



From Fundamentals to Advanced Skills

We structure and tailor learning to ensure it is both relevant and sharply focused on the needs of your Sales Managers based on our diagnosis. Using lessons from our content library -- like Establishing Your Sales Operating Rhythm, Achieving Coaching Excellence, Deciding Who to Coach & When, Prioritizing Your Pipeline, Planning for Sales Growth, Leading with Influence, Using Data to Guide Sales, Communicating Clear Expectations, Resolving Conflict & Strengthening Relationships -- we assemble courses that will change how your Sales Managers think and act.

How We Train and Support Sales Leaders



Access to Online Sales Leadership Learning

Lengthy, complicated lessons simply don't work for Sales Managers. They don't have time to engage in learning for long blocks of time, and they reject content that is overly complex. Bite-sized learning that they can complete at their own pace coupled with application to real-world scenarios is the key to successful learning for Sales Managers. Our online lessons range from 15 to 25 minutes to complete and end with a simple exercise to help Sales Managers commit to small changes in their approach. We link their online lessons to discussions and practice in small group coaching sessions, ensuring application and follow-through.



Unlimited Advisory Support

Sales Managers need a sounding board, an outside perspective or simply someone to validate their thinking or offer a sanity check occasionally. We are that go-to resource that Sales Managers trust for ad hoc advice and support. We offer unlimited advisory support to Sales Managers. Advisory support is available via phone or email on an unlimited basis, meaning any questions or support needs will be addressed by our team as quickly as we can respond with no limits to the subject matter. This level of unlimited advisory support is included in the price of your program and available for all participants.