

# 2 Leading & driving remote sales teams

4 x 2-hour virtual workshops



## OVERVIEW:

Sales leadership has always been tough. Remote teams facing uncertainty and a brutal environment have just made it even tougher. Getting it right and avoiding critical mistakes is vital if we are to come out of the other side of this crisis in a strong position.

## OVERVIEW

## CONTENT & OUTCOMES

### 2.0 Salespeople: A new reality

Sales leadership has just got much tougher and new skills are required to manage remote teams successfully.

#### In this module, we will explore:

- What challenges working remotely creates for sales teams and for you
- The biggest mistakes sales leaders can make in these unprecedented times
- The rules and approaches to drive and engage your team

**Outcome: A strong approach to leading sales teams in this challenging environment**

### 2.1 Plan

The sales leader's job today is to make it as easy as possible for your sales teams to get through this crisis. Having a clear plan is a vital first step.

#### In this module, we will explore:

- Identifying the sales leader's new purpose
- Agreeing a team goal
- Identifying the right behaviours

**Outcome: A winning plan for leading sales teams in this challenging environment**

### 2.2 Drive

Salespeople don't always demonstrate sufficient engagement and drive. Remote working and exceptionally challenging circumstances have just made that challenge a lot harder.

#### In this module, we will explore:

- Identifying the sales team's new purpose
- Autonomy: striking the right balance
- A powerful structure for remote coaching

**Outcome: A structure for ensuring sales engagement and drive**

### 2.3 Client Innovation

Pipelines have been decimated in a matter of days. More than ever, our salespeople need their sales leaders to help them to help their clients.

#### In this module, we will explore:

- The increased importance of sales innovation
- A structure for sales innovation
- Tips for running remote sales innovation sessions

**Outcome: An approach for getting sales opportunities moving again**