

Sales Leadership Programme

6 Half-days

OVERVIEW

1.0 Driving Sales Performance - Sales leadership for a changed world

Changes in buyer behaviour, ever more complex solutions and new working practices are fundamentally changing sales leadership. It's vital to define what great looks like in this changed world and understand your role as a modern manager.

CONTENT & OUTCOMES

In this module you will:

- Understand the 'Why' of the manager and create your team vision
- Explore what today's strongest leaders are doing differently
- Create new behaviours that drive sales performance

Outcome: A framework for defining and managing peak performance

1.1 Coaching & Sales Innovation - Your most powerful leadership tools

B2B sales is significantly tougher than ever before and sales teams need to adapt quickly to changing client behaviour. The strongest sales leaders prioritise coaching and unblocking client deals above everything else when supporting and driving their teams.

In this module you will:

- Learn the secret to game-changing sales coaching
- Learn how to unblock blocked deals with your sales teams
- Understand how to deliver coaching in the most impactful way for your team

Outcome: A dramatic impact on the sales impact of your teams

1.2 Sales Planning - Driving best practice and effort

Creating, retaining and growing accounts is getting more and more difficult. Pipelines are under huge pressure. Every aspect of the sales process is getting harder. Your teams need a planned, well thought-out approach which drives success.

In this module you will:

- Learn how to manage a sales pipeline and prioritise your workload
- Determine how to drive and focus your teams through team meetings
- Create methods for target, client and conversation planning

Outcome: Increased forecasting, consistency and certainty of sales effort and impact

1.3 Motivating sales teams - The secret to a driven sales team

As the world is changing, motivating factors are turning on their head for your teams. Understanding how to drive extrinsic and intrinsic motivation across your sales team is crucial to driving sales performance.

In this module you will:

- Explore why most attempts at motivation don't work
- Learn the importance of intrinsic motivation
- Create powerful plans for a driven sales culture across your teams

Outcome: A driven sales teams who are accountable for their performance

1.4 Communicating with your team - Understanding and engaging with each individual

Recent changes have put your sales teams under huge pressure both in and outside of work. Changed, working conditions for your teams create new leadership challenges. Deeply understanding and communicating with your team in the right way is vital to driving strong engagement, attitudes and approaches in a changed world.

In this module you will:

- Understand your own personality preferences
- Understand how your sales team sees the world right now
- Devise strategies for communicating effectively with your team on both an individual and group level

Outcome: Accelerated team engagement and focus

1.5 Hiring the best talent - Finding your next sales superstar

Sales is getting much harder and the profile of a great salesperson is changing. Relying on gut feel when recruiting is way too risky. The best hires come from a clear understanding of what top performers look like and a clear methodology for finding them.

In this module you will:

- Identify mistakes to avoid when recruiting salespeople
- Create a profile of top-performing salespeople
- Learn how to identify, interview and secure the best talent

Outcome: Increased sales performance and retention from new starters