



KURLAN
& Associates, Inc.

Sales Leadership Intensive

The Premiere Sales Leadership Event – Day 1

| TIME | TOPIC |
|----------|--|
| 7:30 AM | CONTINENTAL BREAKFAST |
| 8 AM | INTRODUCTION: CREATING A CHANGE-READY SALES FORCE Before you can grow revenue, and develop, train, or coach your salespeople, they must be change-ready. This session will help you emerge as a “change leader” to create positive and progressive movement within your sales organization to help shape the necessary improvements for growth. |
| 8:45 AM | ASSESSMENT REVIEW: IT’S ALL ABOUT YOU As part of the Sales Leadership Intensive, participants complete an Evaluation. In this particular session, we will review some of the important findings and discuss the value to your organization when you make the changes identified in the report. |
| 9:30 AM | BREAK |
| 9:45 AM | EXPLORING THE IMPACT OF SALES PROCESS Did you know that 91% of companies either lack a formal, customized, structured sales process, which is ineffective, or their salespeople are unable to follow? In this session, we will help you create a simple, yet customized, optimized, and structured sales process that everyone on the team can follow, and execute to achieve greater results. |
| 11 AM | BREAK |
| 11:15 AM | SHAPING YOUR SALES ENVIRONMENT As important as it is for your people to be change-ready; you must also create an environment which supports sales coaching. This session will help you identify the areas which must be addressed in order for your coaching to be embraced. |
| NOON | LUNCH |
| 1 PM | SALES COACHING THEORY This session will focus on the theory of sales coaching including types, frequency, methodology, steps, and nuances. |
| 1:30 PM | SALES COACHING IN PRACTICE Now that you understand the theory of sales coaching, you are ready to hear actual, unscripted, authentic sales coaching calls, recorded live. There will be group discussions about the lessons learned from both a sales and sales coaching perspective. |
| 2:30 PM | BREAK |
| 2:45 PM | SALES COACHING CONTINUED |
| 3:30 PM | ASSIGNMENTS You will take the masterful sales coach lessons learned from today and apply them to a sales coaching call which you will conduct later this afternoon, this evening or early tomorrow morning. |
| 4 PM | TRAINING ENDS |



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The Premiere Sales Leadership Event – Day 2

| TIME | TOPIC |
|---------|--|
| 7:30 AM | CONTINENTAL BREAKFAST |
| 8 AM | SALES COACHING: ASSIGNMENT REVIEW Debrief, discussion and lessons learned from the coaching assignment at the end of day one. |
| 9:30 AM | BREAK |
| 9:45 AM | SALES COACHING: DIGGING DEEPER Now that you understand the theory of sales coaching, have heard authentic sales coaching calls, and conducted your first sales coaching call, we will continue the hands on coaching with additional live calls. There will be more group discussions about the lessons learned from both a sales and sales coaching perspective. |
| 11 AM | THE PREDICTIVE PIPELINE: CREATING PIPELINES AND METRICS Of all growth tools, the sales pipeline should be the single most accurate predictor of future revenue. Unfortunately, for most companies, this just isn't true. In this session, we will help you create a staged, criteria-based, visual pipeline which will deliver on its promise to be accurate and predictive. |
| NOON | LUNCH |
| 1 PM | SALES ACCOUNTABILITY: MAKING IT WORK FOR YOU You have high expectations for your salespeople. Unfortunately, 67% of all salespeople don't hit their numbers. This session will show you how to hold everyone accountable in such a way that exceeding expectations is the norm and falling short is unacceptable. |
| 1:30 PM | BREAK |
| 1:45 PM | MOTIVATION: HOW TO MOTIVATE YOUR COMPLACENT SALESPEOPLE Not everyone is motivated by money. This is especially true post-economic crisis and with the younger generation of up-and-coming salespeople. In addition, even some previously money motivated veteran salespeople have become complacent. This session will help you become more effective at motivating these people to reach their fullest potential. |
| 2:30 PM | SUMMARY Lessons learned, action plans, next steps and follow up. |
| 3 PM | TRAINING ENDS |