



Sales Leadership Intensive

The Premiere Sales Leadership Event- Day 1

TIME	TOPIC
8:00 AM	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 to become change-ready and get your team to be change-ready too.
8:45 AM	IT'S ALL ABOUT YOU! As part of the Sales Leadership Intensive you will complete either a VP Sales/Sales Director Assessment or a Sales Management Assessment. We will review some of the important findings and discuss the importance of making the changes identified in the assessments.
10:00 AM	THE IMPACT OF SALES PROCESS Most companies lack either a structured sales process, it's ineffective, or their salespeople are unable to follow it. In this session we will help you create a simple, yet effective formal, milestone-centric, buyer focused sales process that everyone can follow, execute and share a common language.
11:00 AM	HOW TO SHAPE YOUR SALES ENVIRONMENT As important as it is for your people to be change ready, your must also create an environment that supports sales coaching. This session will help you identify the areas that must be addressed in order for your coaching to be embraced.
NOON	LUNCH
1:00 PM	HOW TO MASTER SALES COACHING – THEORY This session will focus on the theory of sales coaching including the four types of sales coaching, ideal frequency, methodology, steps and nuances.
2:00 PM	HOW TO MASTER SALES COACHING – COACHING IN ACTION Now that you understand the theory of sales coaching, you are ready to hear actual, unscripted, authentic sales coaching conversations, recorded live. Group discussions about the lessons learned from both a sales and sales coaching perspective.
3:45 PM	OVERNIGHT COACHING ASSIGNMENTS You will take the lessons learned from a day preparing you to be a masterful sales coach and apply them to a sales coaching conversation you will conduct between today's and tomorrow's training.

The Premiere Sales Leadership Event- Day 2

8:00 AM	COACHING ASSIGNMENT REVIEW
9:00 AM	COACHING IN ACTION CONTINUED Now that you understand the theory of sales coaching, have heard authentic sales coaching conversations, and conducted your first sales coaching, we will continue the hands-on coaching with additional recorded coaching conversations. More group discussions about the lessons learned from both a sales and sales coaching perspective.
NOON	LUNCH
1:00 PM	PIPELINE AND METRICS LEAD TO ACCURATE FORECASTS Of all a company's 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 sales scorecard, understand the criteria for a predictive forecast, and develop the metrics that lead to quota-crushing success.
2:00 PM	HOW TO MOTIVATE YOUR COMPLACENT SALESPEOPLE Not all salespeople are motivated by money, and this is especially true with the younger generation of salespeople. Some veteran salespeople who used to be money motivated have become complacent. This session on goals, compensation and incentives will help you become more effective at motivating all types of salespeople.
3:00 PM	MAKING ACCOUNTABILITY WORK FOR YOU You have expectations for your salespeople and 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.
3:30 PM	SUMMARY Lessons Learned
3:45 PM	TRAINING ENDS

September 14 and 15

Boston MA

\$2500 includes assessment and materials

Seating is limited to 25 participants

[Save me a seat!](#)

Prepay and save 20%