



Sales Leadership Enablement (SLE)

Ensure fast adoption, sustained impact, and real change

Overview

Sales Leadership Enablement focuses on the manager – coach's role in implementing a sales methodology. Participants learn how to lead a sales performance improvement initiative, mobilise team members, achieve fast adoption, sustain impact on results, and a maximise return on investment. Hands-on exercises focus on customising the sales methodology to your company, learning how to mobilise salespeople, conducting effective opportunity and pipeline reviews and performing win/loss analyses.

Who should attend?

Sales managers, sales operations, project leader and others responsible for optimising the sales process in your company.

Workshop Benefits

- **Effective implementation** – of a sales methodology designed to maximise your win rate
- **Faster return on investment** – with an implementation plan based on best practice
- **Recognition for sales leadership** – by leading the process of change through personal example
- **Sustained improvement** – by weaving the concepts into the fabric of your organisation
- **Improved productivity and motivation** – by coaching instead of controlling
- **More accurate forecasts** – through alignment of probability with sales process execution
- **Better staff development** – by identifying and resolving individual and team skill gaps

Workshop Contents

- Understanding the role of coaching in effective sales management

- Customisation of the sales methodology to support your business
- Conducting effective opportunity and pipeline reviews
- Identifying the real underlying sales process issues and helping the team resolve them
- Building trust and motivating salespeople to want to change
- Performing win/loss reviews to identify best and worst practices
- Qualifying opportunities to improve resource utilisation and pipeline quality
- Avoiding organisational resistance to change
- Turning initiatives into results
- Determining and mitigating the inhibitors of success
- Aligning the concepts with current sales management practices
- Walking the talk during the sales team training

Duration

This 1 or 2 day workshop is conducted shortly before the sales team trainings commence.

Optional

1-day reinforcement session with each sales manager following the team trainings comprising 4-5 facilitated opportunity reviews with peer and expert coach feedback.

Facilitator

Infoteam's facilitators all have a successful selling background and several years of experience in using and implementing our methodologies. All information exchanged in the workshop is held in strict confidence.