



LEADING A SUCCESSFUL SALES TEAM

Getting the Most From Your Sellers

Most sales managers got their jobs because they were great sellers, but the challenges of leading a team are very different from the challenges of closing a sale. The IMPACT Selling Sprint offered an invaluable process to increase the win rates of your individual sellers. The process is not enough, however, without a leader who can build, coach, and organize the team to be more than the sum of its parts.

This Learning Sprint will provide you with the skills, frameworks, and processes to elevate the success of your team members, which ultimately creates success for you as the leader. Beyond driving bottom line results, you will also learn how to eliminate the headaches and crises that can monopolize so much of a sales manager's time.

Here is what you can expect over the duration of this Sprint:

- Sales management tips and techniques from the expert consultants at The Brooks Group and the ability to practice and collaborate on best practices with the other members of your team.
- Personalized coaching to ensure that you help your team be successful in a way that is sustainable.

Developed in partnership with:



OUTCOMES

- Increased alignment across sales organization.
- Decreased employee attrition (both voluntary and involuntary).
- Increased revenue.
- Improved forecasting accuracy.

YOU WILL

- Align and elevate your team's sales efforts
- Develop the talent on your team through consistent coaching.
- More effectively manage your sales pipeline to ensure your team exceeds expectations.

ABOUT THE EXPERTS



ANITA GREENLAND

- VP of Client Experience at The Brooks Group
- 24+ years experience in media sales for Dick Broadcasting Company, Inc.
- Sales experience at a major brewing company and in the food service industry.

SPRINT OUTLINE

<p>WEEK 1 KNOW YOURSELF</p>	<p>WEEK 2 KNOW YOURSELF</p>	<p>WEEK 3 MAXIMIZE THE TALENT ON YOUR TEAM</p>
<ul style="list-style-type: none"> • A Manager's Responsibilities • What Motivates You? • Your Sales Environment • Breakout Group 	<ul style="list-style-type: none"> • Choose Wisely • Setting Goals • Efficiency and Effectiveness • Breakout Group 	<ul style="list-style-type: none"> • Analyzing a Seller's Performance • A Team Is Only As Good As The Coach • IMPACT Coaching • Developing Reps Who Manage Themselves
<p>WEEK 4 COACHING THE COACH: WEEK 1</p>	<p>WEEK 5 COACHING THE COACH: WEEK 2</p>	<p>WEEK 6 COACHING THE COACH: WEEK 3</p>
<ul style="list-style-type: none"> • Introduction to Sales Management Coaching • Week 1 Coaching Assignment • Your Territory Plan 	<ul style="list-style-type: none"> • See For Yourself: The Joint Call Audit • What Else Are You Doing: Prioritizing This Week • Your JCA Findings 	<ul style="list-style-type: none"> • Now It's Your Turn • Continue Your Collaboration • Completed Coaching Plan