

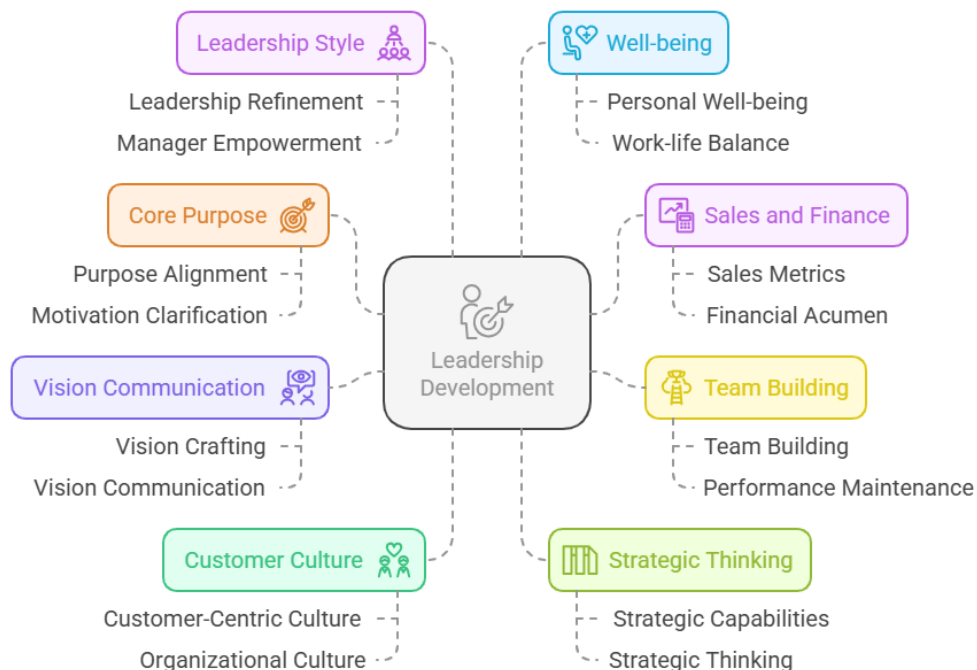


SALES LEADERSHIP DEVELOPMENT

A comprehensive 6-month Sales Leadership Development Program designed to transform heads of sales into exceptional leaders. This program focuses on eight critical areas of skill development, providing a holistic approach to leadership enhancement. Through personalized coaching, strategic planning, and actionable insights, participants will be guided to master essential leadership competencies, optimize sales processes, and drive sustainable growth for their organizations.

1. Clarify and align with your core purpose and motivation
2. Master your sales metrics and financial acumen
3. Build and maintain a high-performing team
4. Craft and communicate an inspiring shared vision
5. Foster a customer-centric organizational culture
6. Develop strategic thinking capabilities
7. Refine your leadership style while empowering managers
8. Prioritize personal well-being and work-life balance

Leadership Development: Key Strategies and Focus Areas



Program Curriculum

[Month 1: Assessment and Foundation](#)

[Month 2: Structure, Team, and Culture](#)

[Month 3: Vision and Strategy](#)

[Month 4: Customer-Centric Culture and Strategic Thinking](#)

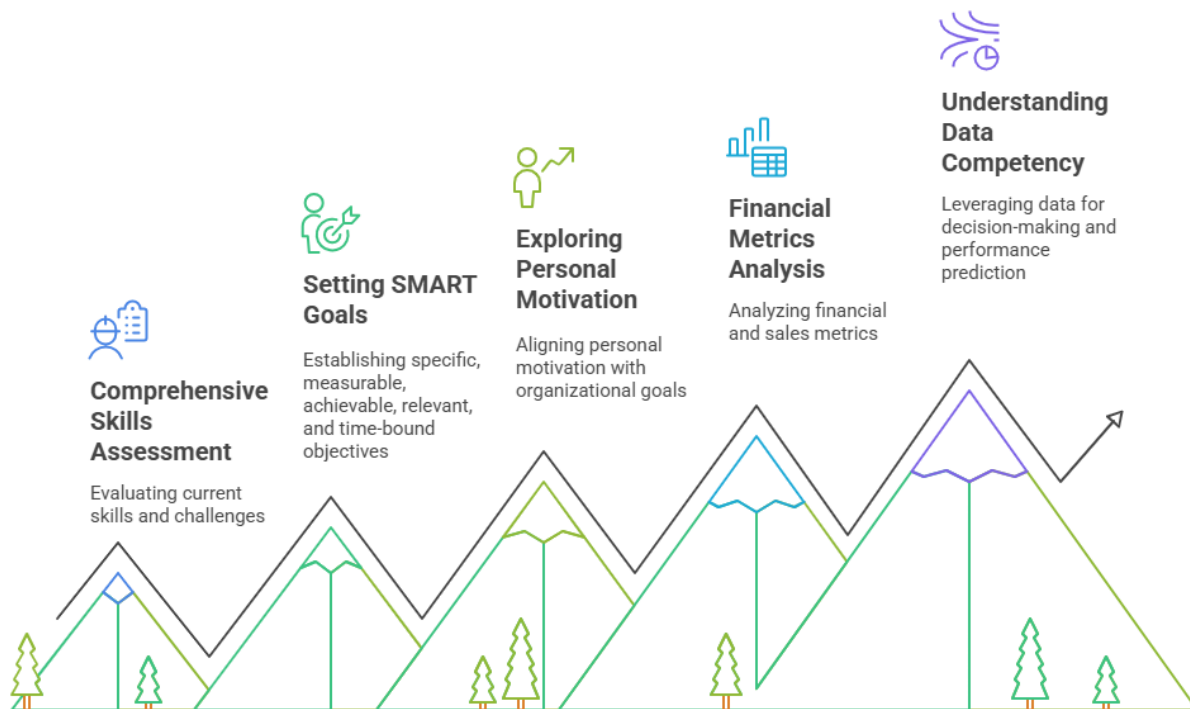
[Month 5: Leadership and Management](#)

[Month 6: Personal Development and Advanced Strategies](#)

Month 1: Assessment and Foundation

- Conduct comprehensive assessment of current skills and challenges
- Set SMART goals and create personalized development plans
- Explore personal motivation and alignment with organizational goals ("Your Why?")
- Deep dive into financial and sales metrics analysis ("Know your Numbers")
- Develop data competency for informed decision-making and performance prediction

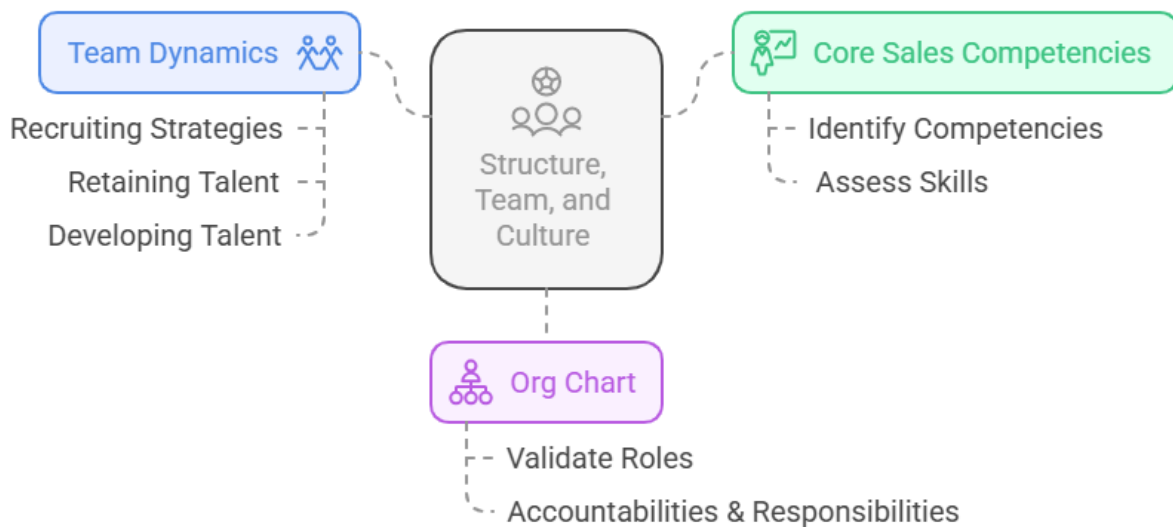
Month 1 Development Plan Sequence



Month 2: Structure, Team, and Culture

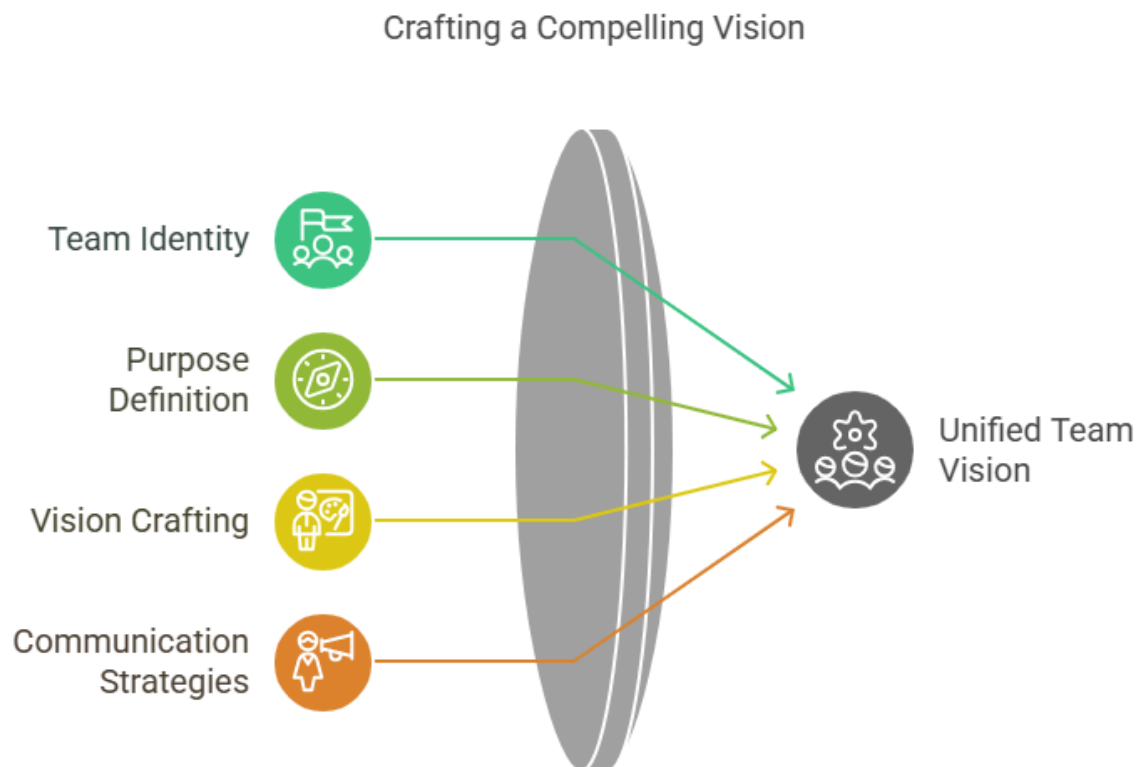
- Assess current team dynamics and skills ("Have the right people")
- Develop strategies for recruiting, retaining, and developing top sales talent
- Identify core functions within the organization
- Create an organizational chart validating roles, accountabilities, and responsibilities
- Ensure the right people are in the right seats

Enhancing Sales Team Structure and Competencies



Month 3: Vision and Strategy

- Craft a compelling vision for the sales organization ("Inspire a Shared Vision")
- Develop communication strategies for effectively sharing the vision
- Define team identity, purpose, and direction
- Set, guide, and direct the team's who, why, what, when, and where



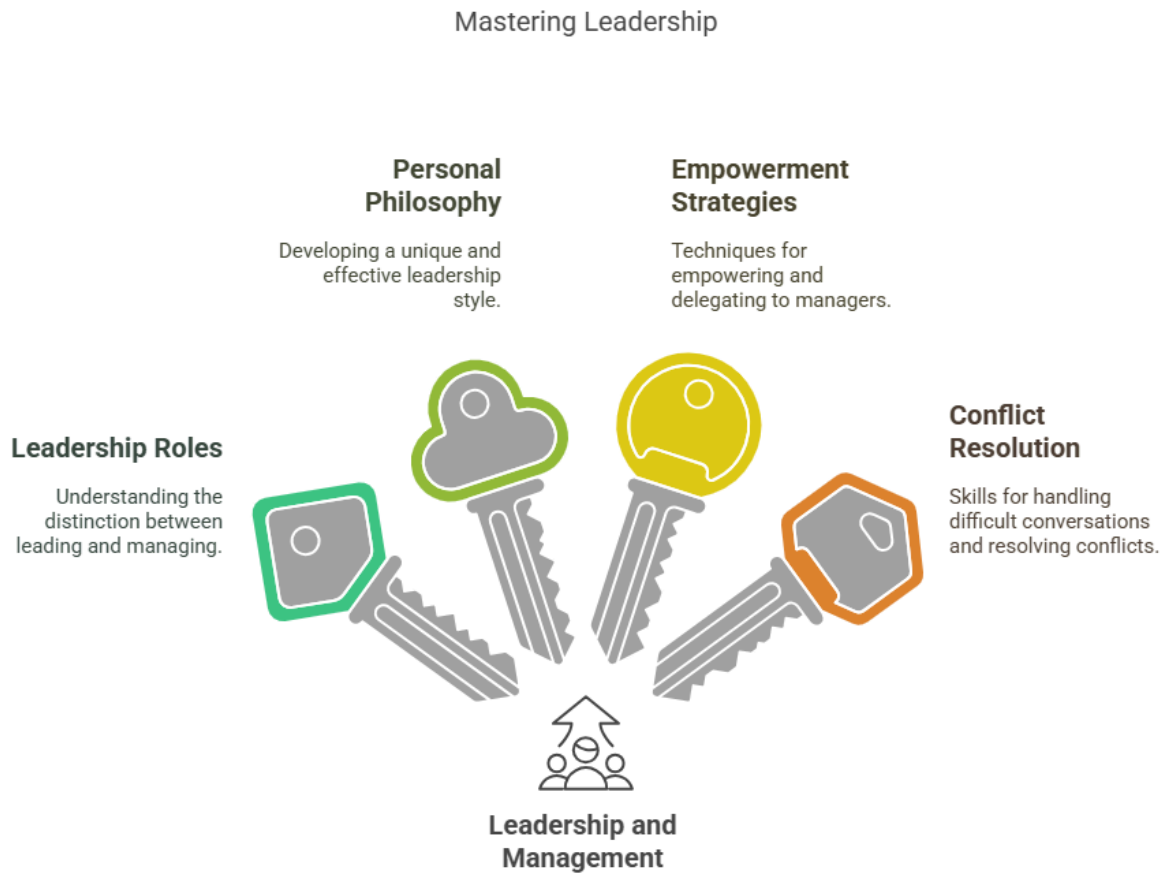
Month 4: Customer-Centric Culture and Strategic Thinking

- Define customer-centricity for the organization
- Implement customer-centric practices and metrics
- Identify and market to Ideal Customer Profile (ICP)
- Develop a Compelling Value Proposition
- Introduce strategic planning frameworks
- Apply strategic thinking to current sales challenges



Month 5: Leadership and Management

- "Lead (and let others manage)" - Distinguishing between leadership and management
- Develop a personal leadership philosophy
- Strategies for empowering and delegating to managers
- Conflict resolution and difficult conversations in leadership



Month 6: Personal Development and Advanced Strategies

- Learn work-life balance and stress management techniques
- Optimize time management and productivity for sales leaders
- Revisit and refine financial and sales metrics analysis
- Refine shared vision and strategic plan based on progress
- Create long-term personal and professional development plans
- Conduct final assessment and celebrate achievements

Month 6: Personal Development and Advanced Strategies



Throughout this engagement, we will regularly revisit and integrate all eight skill areas, ensuring a comprehensive and transformative leadership development experience.

Strategic Plan Framework

