



Sales Leadership Launchpad



A 90-Day Enablement Journey for New Sales Managers

Why This Matters

The first 90 days are critical for new sales managers. Without structured support, even high-potential leaders risk missteps that cost revenue, morale, and credibility. The Sales Leadership Launchpad helps new sales leaders:

- Accelerate time to effectiveness
- Build internal credibility and influence
- Drive pipeline discipline and performance
- Avoid early missteps that damage reputation
- Establish a leadership rhythm that scales

Enhanced with the **Psychological Skills Profile (PSP)**, this program adds a powerful layer of self-awareness—helping leaders understand how they show up under pressure, how they’re perceived, and how to align their leadership stance with the demands of the role.

Program Overview

Phase	Focus	Weeks
Prepare & Position	Clarify mandate, strategy fit, and reputation signals	1–3
Align & Activate	Drive pipeline discipline and secure early wins	4–6
Influence & Integrate	Build cross-functional alignment and leadership messaging	7–9
Reflect & Sustain	Embed sustainable practices and momentum	10–13

“Transitions are the most teachable moments in leadership. Don’t waste them.”

What's Included

- Leadership launch session
 - PSP completion & debrief
 - Stakeholder soundings exploration
 - Sales strategy fit mapping
 - Pipeline discipline working session
 - Coaching frameworks for 1:1s and deal reviews
 - Performance enablement toolkit
 - Leadership messaging sprint
 - Reputation risk scenario planning
 - Integration session and momentum brief
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ROI

- Faster ramp to full effectiveness (cut by 30–50%)
 - Improved forecast accuracy and pipeline hygiene
 - Reduced attrition risk among top-performing reps
 - Stronger cross-functional alignment and internal credibility
 - Early wins that build momentum and trust
 - Enhanced self-awareness and reputation management
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Ideal For

- New sales managers (internal promotions or external hires)
 - Sales leaders in high-growth, high-visibility roles
 - Organizations investing in leadership transitions and performance culture
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To learn more or schedule a consult:

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