



THE SALES LEADER MANAGER: LEADING SALESPEOPLE TO SUCCESS

Organizations expect salespeople to get results, but successful long-term performance requires a focus on more than just results. Research indicates that high performance is not sustainable over time unless it is accompanied by a high degree of fulfillment – neither performance nor fulfillment exists in a vacuum. To implement strategy and achieve business results, sales managers must create an environment of performance with fulfillment. These skills require integrating the inspiration of leadership with the skill of management.

The Sales Leader Manager: Leading Salespeople to Success (SLM) provides a framework and skills for sales managers to enable their sales teams to succeed – to achieve higher revenue, customer satisfaction, and long-term profitability. To provide the leadership their people need, sales managers learn how to align their efforts and motivate their sales teams by using Five Practices.

Five Practices



SLM is an comprehensive solution that fosters both insight and skill development around what is most important for leaders to do – enable their people to perform at their best.

VALUE PROPOSITION

SLM provides sales managers with a process for helping their salespeople realize their full sales potential by creating an environment that supports successful business results. SLM helps sales managers understand their own role in executing sales strategy so they can help salespeople align to the organization's strategy.

APPROACH

Wilson Learning approaches each of its solutions with the purpose of ensuring transfer of learning to the job. The Learning Transfer approach seeks to ensure that:

- The learner is prepared for the core learning event.
- Activities are embedded in the solution's instructional design and support the transfer of learning to the job.
- The organization supports the use of the new skills.

The Sales Leader Manager incorporates this Learning Transfer approach to drive increased performance.

Participant Readiness: Pre-workshop communication prepares sales managers for the learning experience and their managers for supporting the learning experience. The Sales Leader Manager Inventory (optional) enhances the impact by giving participants feedback from those they lead.

Learning Design: The SLM workshop is a two-day, application-oriented session. It is an instructor-led session that can be delivered in modular format over two non-consecutive days to allow application between sessions.

Organizational Alignment: Post-learning communications to sales managers and their managers support both skill application and implementation.

The Sales Leader Manager workshop can be facilitated by Wilson Learning, or by a leader-trained in-house professional. This enables:

- Face-to-face interaction among the participants and with the facilitator
- True-to-life skills practice
- The opportunity for real-time commitment to action

SLM has six integrated learning modules.

OUTCOMES BY MODULE

<i>Key Learnings</i>	<i>Your Sales Managers Will Be Able to...</i>
<p><i>Understanding the Challenge</i></p> <p>Learn what “performance with fulfillment” means and why it matters. Discover how integrating leadership and management through the five practices is essential to creating performance with fulfillment.</p>	<p>Appreciate the impact of organizational change and growth on performance with fulfillment.</p> <p>Understand the integration of sales leadership and sales management practices necessary to create performance with fulfillment.</p>
<p><i>Direction</i></p> <p>Learn how a common understanding of the organization’s vision and strategy impacts engagement. Ensure that direction is meaningful and motivational.</p>	<p>Communicate information about the company’s direction clearly and inspirationally.</p> <p>Articulate how the strategy supports the vision and address perceived disconnects between the two.</p>
<p><i>Goals</i></p> <p>Gain support of and commitment to goals. Communicate goals in a way that addresses both performance and fulfillment.</p>	<p>Communicate goals in a way that inspires others and leads to performance with fulfillment.</p>
<p><i>Feedback</i></p> <p>Apply a simple feedback approach to salespeople and sales teams that addresses both performance and fulfillment. Learn how to seek feedback and receive it to model the right behaviors.</p>	<p>Facilitate a shared dialogue about progress toward goals in a way that fosters performance with fulfillment. Give feedback in a way that leads to goal achievement.</p>
<p><i>Recognition</i></p> <p>Discover what recognition salespeople really value. Overcome the dilemmas of recognition. Apply recognition to increase performance and satisfaction.</p>	<p>Move a goal forward by understanding the types of recognition that are most compelling to salespeople and sales teams. Foster performance with fulfillment by providing meaningful recognition to sales teams and individuals.</p>
<p><i>Support</i></p> <p>Explore the parameters of effective direct support—what it looks like, how it contributes to performance with fulfillment, and when it is required. Learn and apply an approach for getting support and creating performance with fulfillment with other departments and functions.</p>	<p>Recognize opportunities and plan proactive strategies to provide support to your sales team(s) and at connecting points.</p> <p>Foster performance with fulfillment by anticipating and providing support.</p>

ENABLING IMPROVED PERFORMANCE

SLM is enhanced by application activities, post-learning reinforcement, pre- and post-classroom e-mails, and support tools. These tools help ensure that sales leaders can develop skills during the workshop, and then fine-tune and apply their newly acquired skills and behaviors back on the job. Involving participants’ managers is also important for a successful SLM implementation and manager support tools are provided for that purpose.

MEASUREMENT

The learning experience is enhanced by the use of the SLM Inventory, a multi-rater instrument designed to

provide managers with feedback about how the people who report to them and their manager perceive their sales leadership behavior.

EVALUATION

Wilson Learning can partner with your organization to measure the initial post-session behavioral changes and business results. We have a common interest in making sure that SLM brings the results you seek, and have a variety of tools to help you evaluate progress and results.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities.