

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.

SLM is a 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.

Five Practices



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Program Outcomes

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.

Learning Approach

Learning must be transferred to day-to-day work practices. To achieve this, SLM includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

Participant Readiness prepares sales managers and their managers for the overall learning experience:

- Pre-workshop communication
- The Sales Leader Manager Inventory is available to enhance the impact by giving participants feedback from those they lead.

Learning Transfer design embeds practice and use of new skills. The learning can be flexibly delivered as a:

- Two-day face-to-face, application-oriented workshop
- Series of instructor-led modules delivered over two non-consecutive days to allow for application between sessions

Organizational Alignment ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities available for both the sales manager and his or her manager

As a result, sales managers will continue to apply the skills and tools learned long after the learning event is completed.

Key Learnings . . .

Understanding the Challenge

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

Direction

Learn how a common understanding of the organization’s vision and strategy impacts engagement; ensure that direction is meaningful and motivational

Goals

Gain support of and commitment to goals; communicate goals by addressing both performance and fulfillment

Feedback

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

Recognition

Discover what recognition salespeople really value; overcome the dilemmas of recognition; apply recognition to increase performance and satisfaction

Support

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

Your Sales Managers Will Be Able To . . .

Appreciate the impact of organizational change and growth on performance with fulfillment; understand the integration of sales leadership and sales management practices necessary to create performance with fulfillment

Communicate information about the company’s direction clearly and inspirationally; articulate how the strategy supports the vision and address perceived disconnects between the two

Communicate goals in a way that inspires others and leads to performance with fulfillment

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

Move a goal forward by understanding the types of recognition most compelling to salespeople and sales teams; foster performance with fulfillment by providing meaningful recognition to sales teams and individuals

Recognize opportunities and plan proactive strategies to provide support to your sales team(s) and at connecting points; foster performance with fulfillment by anticipating and providing support

Continued

The Sales Leader Manager (SLM) workshop can be facilitated by Wilson Learning or by a leader-trained in-house professional.

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 successful SLM implementation, and manager support tools are provided for that purpose.

Measurement

The learning experience is enhanced by the use of the *Sales Leader Manager* Inventory, a multi-rater instrument designed to provide managers with feedback about how their sales leadership behavior is perceived by the people who report to them and their manager.

Evaluation

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

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