SANDLER℠

# SALES LEADER
## GROWTH SERIES

Grow your business, grow your people,
and grow yourself, **all at the same time**.

**FIND OUT MORE**

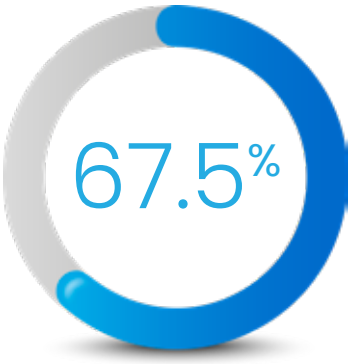
Sandler by Praxis Growth Advisors

praxis.sandler.com • 781-499-2030 • eric.warner@sandler.com

# THE **CHALLENGE**

Sales leaders carry some of the greatest responsibilities in any organization. They must hit sales targets with little direct control over the outcomes, manage strong personalities, and lead directives from senior leadership.

**Unfortunately, in many organizations, emerging sales managers receive little or no training before taking on the job.**




**67.5%** of sales leaders don't have experience leading remote teams.*

**40%** of sales leaders don't have the skills or training needed to coach their teams.*

Investing in sales leader growth is one of the most impactful organizational investments. While a powerful and effective sales leader offers mounting benefits, an ineffective sales leader takes an even greater toll on a company, resulting in stalled or lost deals, expensive turnover of staff, and missed revenue goals.

*Leading from the Front in Challenging Times, Sandler Research Center, 2021

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# THE **SOLUTION:**

## Real coaching sessions on real deals to ensure **real results!**

**Sales Leader Growth Series was designed for organizations that are:**

- Experiencing a talent gap in leadership due to high growth or high turnover.
- Hitting a sales plateau and struggling to hit revenue targets for growth.
- Concerned about consistency in management across teams.
- Looking to invest in training and performance of emerging sales managers.

In this series, your sales managers learn Sandler's best practices for sales leadership, garnering the knowledge of Sandler's five-decades-long history empowering organizations across every industry.

We empower your sales leaders with the behaviors, attitudes, and techniques needed for success, challenging them to use these strategies and tactics in real coaching sessions on real deals, ensuring real results.

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# PROGRAM **DESIGN & DELIVERY**

## Instructor-Led Training

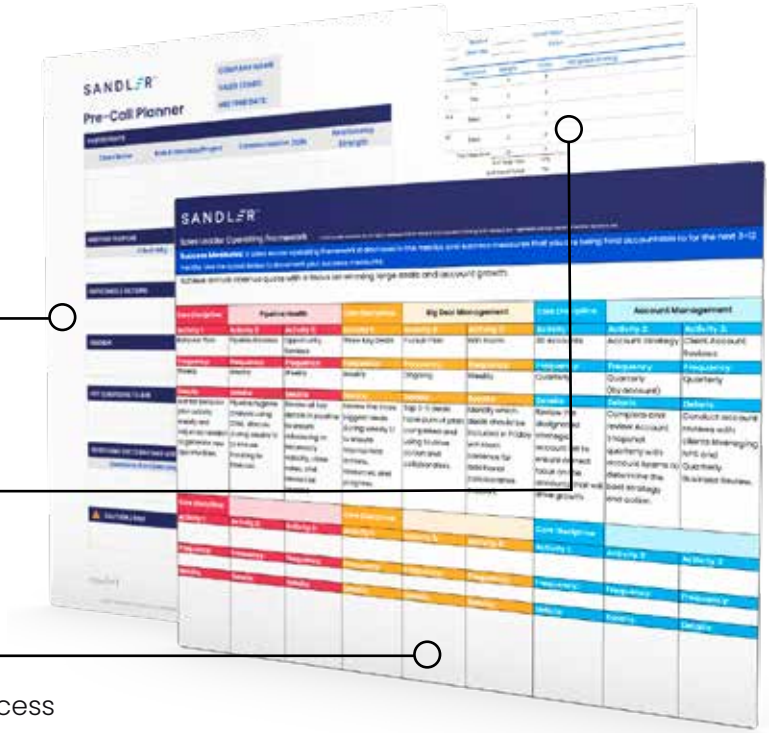
The Sales Leader Growth Series is a customizable program with nine different courses to select from for a comprehensive growth plan.

Each of the nine courses includes four hours of instructor-led training (ILT) with Sandler facilitators over two or three sessions.

| 15-30 MINUTES | 2 HOURS | 1-2 HOURS | 2 HOURS Over 1 or 2 sessions | 10 MINUTES |
|---|---|---|---|---|
| **Engage** | **ILT Session** | **Work** | **Coach Clinic** | **Assess** |
| Individual Activity | Session 1 | Individual Activity | Session 2 | Individual Activity |

## Tools & Resources

Sandler utilizes practical tools and job aids to ensure your leaders execute the behaviors, attitudes, and techniques.




### Pre-Call Planner

Plan your call strategy to drive towards outcomes in sales meetings.

### Pursuit Navigator

Identify the best opportunities to pursue using defined criteria.

### Operating Framework

Build a framework that aligns to your success measures and drives accountability.

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We designed three different learning paths with your goals in mind. Each one requires the Coach to Success course with its essential sales leadership coaching skills. Our team will work with you to customize the right path to reach your goals.

| **Embrace** your Role and Style | **Attract** and Manage Talent | **Manage** Sales Performance |
|---|---|---|
| **Coach to Success**<br>Introduction to the four-step Coach to Success model, leveraging techniques like the coaching contract and Sandler's questioning strategies. | **Navigating Candidate Identification and Interviewing**<br>Introduction to the Hiring PIPEline and RESEARCH Model, and application through a successful hiring process. | **Coaching Client Meetings**<br>Introduction to Pre-Call Planner tool amplifying individual accountability by implementing debriefing and observation. |
| **Building an Operating Framework**<br>Exploration of creation and establishment of sales accountability through operating procedures to drive sales and meet goals. | **Securing the Best Candidate**<br>Exploration of the Job Candidate Scorecard, hiring decision criteria and internal biases to identify key hiring insights. | **Coaching Deal Advancement**<br>Exploration of deal manage-ment and identifying risks, and implementation of risk mitigation strategies through creative questioning. |
| **Strategic Coaching**<br>Examination of long term goals and improvements, applying the Coach to Success model to ultimate success. | **Onboarding for Productivity and Retention**<br>Examination of the MAPs process and 4 Step Onboarding plan, standardizing onboarding to increase speed to productivity for sales. | **Coaching Pipeline Optimization**<br>Examination of pipeline health and how to assess pipeline health using an excel analysis tool driving optimization through Pruning, Prioritizing and Prospecting. |

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**SALES LEADER** GROWTH SERIES

If you want better results and better sales teams, invest in **better leaders**.

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