

Leading Sales Teams Through a Constant State of Change

Eight-Module “Guided Doing” Experience Delivered in the Classroom, as a Live-Video Series, or as an On-Demand Online Workshop

Who Needs This and Why?

- Created specifically for **sales leaders** and **sales managers** leading teams of sales professionals and orchestrating selling teams who want to **maximize performance and revenue**
- Designed for today’s rapidly-changing selling environment where reporting structures, go-to-market strategies, territories, comp plans, and product sets are often in a state of flux
- Provides practical and actionable guidance, processes, and tools for **keeping salespeople inspired, engaged, and focused** in the face of frequent change and uncertainty

Program Format

- Say goodbye to conventional training methods. Welcome to the age of “guided doing!”
- Live (classroom or live video) learning/doing sessions custom-tailored for your sales environment
- On-demand video library for detailed, step-by-step instruction and ongoing reinforcement
- Separate manager-led “working sessions” for Q&A and in-depth hands-on guidance
- Self-paced fieldwork for real-world practical application and accountability

Program Modules

1. The Psychology of Inspiring People to Change

- Why smart people resist change (and what to do about it)
- How great leaders inspire people to want to change
- Identifying and embracing critical “inflection points”
- Positioning change as the shortest path to success
- Cultivating a culture where positive change is the norm

Sales Tool: 12 Major Truths of Inspiring Change

2. Influencing Beliefs to Drive Desired Behaviors

- Why people believe what they believe (how to change it)
- How individual beliefs determine pretty much everything
- Identity: Why some salespeople win and others struggle
- The Building Blocks of Belief: Helping people think differently to achieve maximum performance

Sales Tools: The Building Blocks of Belief Worksheet

3. Eliminating the Roadblocks Holding People Back

- Top 10 reasons why so many salespeople struggle
- Identifying mental barriers that cause inactivity and procrastination, which ultimately kills sales performance
- Leveraging belief change to overcome obstacles keeping people from doing what they know they need to do
- How to change beliefs without resistance or resentment

Sales Tool: Peak Performance Diagnostic Checklist

4. Earning Trust with Individuals and Across Teams

- The Trust Cycle: Why some leaders inspire people and earn trust with their teams while others flail and fail
- Using a fast-track formula for building trust in any team
- How to build cross-functional teams to win more deals
- 7 dangerous leadership behaviors that instantly erode credibility and trust

Sales Tool: The Trust Cycle: Step-by-step Guide

5. Coaching and Mentoring for Peak Performance

- Why managers and salespeople must embrace coaching
- How to inspire and drive both activity and “effectivity”
- Leveraging formal and informal coaching opportunities
- The 7 biggest coaching mistakes sales leaders make
- Teaching people how to coach themselves

Tools: Sales Excellence Coaching Template and Guidelines

6. Instilling Accountability and Successful Habits

- Why accountability is the biggest problem in sales
- Understanding accountability vs. micromanagement
- The “no-excuses” method for elevating performance
- How to build winning habits, not just enforce the rules
- 9 productivity traps that destroy good sales habits

Sales Tool: Sales Accountability Action Plan

7. Orchestrating Cross-Functional Selling Teams

- Why cross-functional selling teams win more deals faster
- Turning departmental silos into one cohesive, revenue-driving go-to-market machine
- Assembling a “capture team” to win more opportunities
- Leveraging the Many-to-Many Relationship Model in major accounts and key sales opportunities
- How to develop a “Customer Results Plan” (closing plan) for managing and winning more large, complex deals

Sales Tool: Customer Results Plan Template

8. Leading and Navigating Crucial Conversations

- Why high-stakes conversations can provide inspiration that leads to performance-boosting breakthroughs
- The right (and wrong) way to deliver tough feedback
- How to turn conflict into an opportunity to improve
- How to confront underperformance without destroying morale, self-confidence, and motivation
- Leveraging the “Performance Improvement Plan” without driving people to start looking for another job

Sales Tool: 10 Tips for Leading Crucial Conversations