

LEADER SALES MANAGEMENT SYSTEM®

LEAD A HIGH PERFORMANCE SALES CULTURE

Executive Central's Leonie Rothwell and Director, Rob Balmer speaking with Principal Consultant, Joy Taylor.

WHO WE ARE

Executive Central is a group of senior executives who partner with you to develop an organisation where people are inspired to thrive and empowered to succeed.

We build long-term relationships with our clients – senior executives across a wide range of business areas throughout Australia and the Asia-Pacific region.

As trusted advisors we help organisations create a roadmap for success, future-proofing your business by enabling your most valuable assets - your people - to become their best selves.

WHY SALES MANAGEMENT?

Every commercial organisation depends on Sales for its existence. Yet, while companies focus on strategy, marketing, innovation and diversity of human resources as responses to the challenges of globalisation, demographic and other change phenomena, few include sales in their thinking.

In fact the sales function is just as vulnerable as every other part of your business to contemporary turbulence. A strong and visionary Sales Manager is the secret of success in sales. This person leads the sales team, but they also champion the sales function within the company, and influence across functional units towards developing a sales and customer-centric culture.

HOW WE CAN HELP

We offer the LEADER Sales Management System® for those leading sales teams, ensuring that you are operating with the confidence and knowledge needed to champion sales within the sales team and across the company. Our program design ensures a high quality interactive group experience and immediate integration of learning into workplace practice. The program is underpinned by core coaching principles including individual needs analysis, understanding of context, and solid evaluation and measurement.



SALES

ABOUT THE LEADER SALES MANAGEMENT SYSTEM® PROGRAM

LEADER Sales Management System® Program includes 3 full day master classes, networking functions, pre-reading, work-based assignments, peer learning support and 12-month phone access to your coach. We also offer optional individual or pairs coaching.



LEAD across the organisation.



EDUCATE all on the role and principles of Professional Selling.



ACCOUNTABILITY for application of Sales principles in the Sales team.



DRIVE organisational alignment towards a positive sales culture.



EVALUATE sales performance with a variety of measures.



RECOGNISE and reward effective behaviours, performance and results.

Effective Sales Management means leading Sales people, Sales process and Sales culture.

TARGET AUDIENCE

Sales Managers at all levels of experience will benefit from this program. We offer multi-organisation or single organisation programs.

PROGRAM CONTENT

Six modules provide a thorough grounding in Sales Management competencies.

L The transition from Professional to Leader; the emotionally intelligent leader, setting priorities for self and others.

E Professional selling fundamentals, territory management, account lifecycles, identifying best practice and high value activities. Preparing, planning and executing.

A Best practice application in the sales team: accountability, delegation, coaching, and leading.

D Driving alignment within culture through educating and influencing. Driving sales performance within the organisation overall.

E Evaluation of Sales people, performance and culture. Interpreting the 'so what?' for the organisation as whole.

R Sales incentive plans, non-financial rewards, recognition, reward and motivation.

PROGRAM BENEFITS

- Optimising learning transfer and immediate application of strategies
- Development of leadership concepts and language to build a cross-functional sales focus
- Confidence in leading and championing a high performance Sales team
- 12 months phone support from your Executive Central Coach
- Ongoing support – recalls, forums, peer networks.

EXECUTIVE CENTRAL SALES MANAGEMENT COACHING

Successful sales leaders need to continually evolve their competencies, particularly in today's turbulent and competitive markets. They have an ongoing project of leading sales teams to excel, and enrolling the entire organisation in a sales focused culture. For these reasons a confidential coaching engagement with a senior and experienced sales management coach can be immensely beneficial.

Benefits include: confidential sounding board; independent advice and honest feedback; industry and organisational insights; self-awareness of attributes that support or hamper your success; transition to operating from strengths base; development of confidence and resilience.



**EXECUTIVE
CENTRAL**

Are you ready to build a truly diverse and inclusive organisation? We can help.

Contact us at
info@executivecentral.com.au
or call **1300 737 495**

You can find details of all our programs at
www.executivecentral.com.au

OUR PERFORMANCE GUARANTEE

"We think that any organisation in the business of performance improvement should absolutely guarantee its own performance. We believe so strongly in the success of our work and stand so firmly by our results that we offer a full or partial service refund if clients don't see expected returns." **Rob Balmer, Managing Director, Executive Central**