



## SALES LEADERSHIP PROGRAM :

<b>Topic</b>	<b>Orchestrating Sales Teams for Success</b>
<b>Headline</b>	<b>From Chaos to Collaboration</b>
<b>Objective</b>	Designed to empower sales leaders and managers with the skills and strategies needed to effectively orchestrate high-performing sales teams. Participants will explore key elements of sales team management, including building a winning sales culture, fostering effective communication, defining and aligning roles, promoting collaboration, performance management, coaching, and continuous improvement.
<b>Structure</b>	A combination of teaching and questions, interactive sessions, role-playing exercises and real world uses cases
<b>Agenda</b>	See Below:

### DAY 1

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<b>Session 1</b>	<b>Introduction to Effective Sales Team Orchestration</b> <ul style="list-style-type: none"> <li>• Understanding the importance of sales team orchestration for success</li> <li>• Key elements and principles of effective sales team management</li> <li>• Exploring the role of sales leaders in orchestrating high-performing teams</li> </ul>
<b>Session 2</b>	<b>Building a Winning Sales Culture</b> <ul style="list-style-type: none"> <li>• Defining and cultivating a positive sales culture within the team</li> <li>• Establishing shared goals, values, and a collaborative environment</li> <li>• Fostering motivation, engagement, and accountability among team members</li> </ul>
<b>Session 3</b>	<b>Effective Sales Team Communication</b> <ul style="list-style-type: none"> <li>• Enhancing communication within the sales team and across departments</li> <li>• Utilizing effective communication channels and tools</li> <li>• Active listening, feedback, and fostering open dialogue</li> </ul>
<b>Session 4</b>	<b>Empowering Others</b> <ul style="list-style-type: none"> <li>• Presentation on the role of empowerment in effective leadership</li> <li>• Thought-provoking questions: Encourage participants to evaluate their current approach to empowering others</li> <li>• Case studies and group discussions: Explore strategies for empowering team members and fostering a culture of growth and development</li> </ul>



## SALES LEADERSHIP PROGRAM :

### DAY 2

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- Session 1 Sales Team Training and Development**
- Designing and implementing a comprehensive training program for sales team members
  - Conducting skill assessments and identifying individual training needs
  - Developing a training roadmap for continuous professional development
- Session 2 Sales Team Motivation and Incentives**
- Designing effective motivation and incentive programs
  - Strategies for fostering a competitive yet supportive environment
  - Leveraging recognition and rewards to drive performance and team spirit
- Session 3 Sales Team Performance Analysis and Continuous Improvement**
- Analyzing sales team performance data and metrics
  - Identifying improvement areas and developing action plans
  - Implementing a culture of continuous improvement and innovation
- Session 4 Sales Team Leadership and Succession Planning**
- Developing future sales leaders within the team
  - Succession planning and talent development strategies
  - Ensuring a smooth transition during leadership changes or promotions