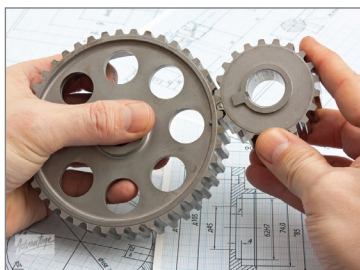


Sales Leadership Cadence



Sales Leadership Cadence is a customized, systematic process comprised of the routine activities, tools, and management disciplines for executing sales strategy.

Sales leadership actions and rhythms that drive consistent results

The sales leader's role is one of the most difficult. Sales leaders are required to juggle a multitude of competing priorities. They need to deliver on what their company management and other functional areas ask of them, while providing what their customers demand and what their sales forces require. But a sales leader's most pressing challenge is being able to focus on the most important activities that lead to higher sales. Creating a balance between too much rigor (bureaucratic rules and reports that don't impact sales performance), and too little discipline (salespeople who are neither coached, measured, nor held accountable for results). But, how can you create this balance without a systematic process? You can't.

An effective cadence is the only thing that will ensure a sales leader can consistently achieve all that is asked, maintain order (and sanity), and deliver optimal performance. Because it establishes the priority actions, timing, and approach for the sales leader, a cadence is critical to consistently achieving sales results. This ongoing management process helps keep track of things on a daily, weekly, monthly, and quarterly basis.

Advantage's **Sales Leadership Cadence** is a customized, systematic process comprised of the routine activities, tools, and management disciplines for executing sales strategy. While we work from a proven framework, the details of the Cadence are shaped with and for your organization.

Sales Leadership Cadence becomes the engine that drives all that Sales does relative to people development, marketing campaigns, new product launches, sales strategies, etc.

A number of sales disciplines can be addressed in the Cadence that we help our clients build. Those disciplines can include

- Sales Planning
- Forecasting & Pipeline Management
- Recruiting & Selection
- Coaching
- Performance Management
- Others that you identify

From this proven set of disciplines, we work with sales leaders to determine the 2-3 sales disciplines that they see as most critical for their teams in order to drive healthy sales habits and results.

Some of the outcomes that clients should expect from a **Sales Leadership Cadence** include:

- Predictability in how results will be achieved
- More consistent performance and results
- Sales management consistency and creativity
- Better meeting customer needs - increased sales
- Reduced salesperson and sales manager turnover
- Effective reporting to CEO and board
- Improved sales rep productivity and performance
- A higher number of salespeople achieving their goals

Your Cadence is developed via phone interviews, a survey, and live working sessions with sales leaders across single or multiple business units. The output is a **Sales Leadership Cadence** map that details critical actions, timing, and focus for all sales leaders. The **Sales Leadership Cadence** is the system that managers will hold themselves accountable for and provides clarity around expectations, activities, resources, and processes for sales success.