



# Sales Management: Leading & Coaching Your Team

## AUDIENCE

Sales directors and managers.

Maximize your impact as a sales business leader and coach

*Sales Management: Leading & Coaching Your Team* delves into the role of the sales manager as business leader and coach. By exploring different styles of leadership and the traits of successful sales leaders, participants will learn how to effectively manage and motivate the sales team while using coaching to achieve desired performance levels and mutual goal alignment.

## Program Benefits

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- Enable sales managers to achieve results through others
- Align goals between sales managers and the sales team
- Achieve expected results
- Enhance team performance
- Better retain sales team members
- Decrease undesirable behaviors

## Program Description

*Sales Management: Leading & Coaching Your Team*, from 3g Selling, consists of a series of six Integrated Learning Modules. Each module is structured to lead up to a Work Assignment that translates learning into action. Participants are given a week to apply the new approaches and tools they learned in the classroom to real-world situations. Each successive module then starts with a "look back" to review the Work Assignment from the previous module, share best practices and reinforce learning.

Modules are delivered live over the web by a host, a subject matter expert (SME) and a producer. Participants experience a tightly produced and highly engaging training program that leverages dialogue, exercises, participant interaction, video and animation to support the total learning environment. In place of workbooks, participants are directed to an online Application Guide at the end of each module that summarizes the main learning points and acts as a job-aid for implementation.

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## Sales Management: Leading & Coaching Your Team

All 3g Selling sales training programs are based on the principles of Third Generation Selling, 3g Selling's proven sales methodology that synchronizes selling to the specific target market's buying process. As such, all programs are configurable "off the shelf" to the client's specific sales process, terminology and overall business environment.

- Module 1: The Role of the Sales Manager
- Module 2: Managing People
- Module 3: Coaching for Performance
- Module 4: Leadership
- Module 5: Personal Traits of Leadership Module 6: Master Class

### Implementation/Customization

Each of the six program modules is 75 minutes and delivered once a week via live online instruction. The target program duration is five weeks.

