

## Sales Leadership Clinic and Mentoring

This is a sample offering that helps new and inexperienced Sales Managers become more effective.

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### **Program for Sales Managers**

*Mission* - Improve sales results (revenue, deals, profit, etc.)

*Objective* - 25% to 50% within 3 months and sustain that improvement for 24 months

*Strategy* - Improve sales leadership and management skills

*Tactic* - Individualized academic events per organization and 3 months of coaching and mentoring

Sales managers and others who supervise sales people need good sales leadership and management skills. These skills are not normally intuitive and must be learned. Once learned these skills must be immediately put into practice. One can learn the skills in workshops and other academic events when using reinforcement exercises. Putting them into practice requires sustained effort and strong mentoring. Perfect practice leads to perfect execution. History teaches us a strong lesson – if the new skills are not aggressively practiced, actively nurtured, and reinforced with coaching; they will not be permanently built and therefore the objectives will not be met. Therefore, my proposal is built to support this.

For each organization, company or political entity (up to 10)

### Week 1 – Preparation and On Site Clinic

1. An initial full day of data gathering, interviews, and analysis needed to fine tune the events based on the combined characteristics of each individual organization
2. Two full days with the all of the sales managers in an academic setting
  - a. Business Management – discussion & reinforcement
  - b. Sales Management (Opportunity / Pipeline Management) – discussion & reinforcement
  - c. Personnel Management – discussion & reinforcement
3. One Day for the Sales Reps to strengthen sales skills and highlight their role in the organization
  - a. Territory / Opportunity / Business Management
  - b. Leading the Sales Process
  - c. Sales Tools and Resources
  - d. Winning the business (not just the deal)
  - e. Opportunity workshop
4. One Day for the company Executives to strengthen their role in the sales process
  - a. Intro to Sales functions, behaviors, and other attributes
  - b. Support for the Sales Leaders
  - c. The importance of CRM
  - d. Your role in customer acquisition, fulfillment, and retention

### Weeks 2 – 4 Remote Mentoring and Coaching

1. Weekly phone calls (1 hour) with each Sales Manager
  - a. Discuss progress on specific skills
  - b. Discuss the plans for the week
  - c. Strategize on sales opportunities

- d. Other items as needed

#### Week 5 – On Site Review and Reinforcement

1. One Day review event in an academic setting for all Sales Managers
  - a. Review contents of Week 1
  - b. Discuss implementation successes and failures
  - c. Focus on problematic areas (i.e. forecasting, closing, etc.)
  - d. Discuss and participate in setting weekly plans
  - e. Strategize and discuss key specific sales opportunities
  - f. Other items as needed

#### Week 6 – 16 Remote Mentoring and Coaching

1. Ad hoc conversations as needed, initiated by the Sales Manager or by Group 19
  - a. Specific to opportunities
  - b. Specific to skills
  - c. Specific to challenges
  - d. Etc.