

HELPING
CLIENTS
SUCCEED.

Sales Leader Base Camp

WHAT WOULD YOUR SALES TEAMS SAY ABOUT THEIR SALES LEADERS?

THE CHALLENGE

When it comes to building a winning sales culture, *leaders are the fulcrum of change*. Every sales leader who makes a significant jump in performance does so by helping salespeople be more successful at their jobs. Helping sales leaders raise the bar on their performance—from wherever that bar is today—is a key to driving measurable growth in profitable revenue.



WHAT MAKES A DIFFERENCE?

In the *Sales Leader Base Camp* work session, FranklinCovey helps sales leaders be more successful and derive greater personal and professional satisfaction by helping them:

- Identify breakthrough potential in their teams.
- Coach to results using G.R.O.W.[®], a proven performance improvement methodology.
- Focus on the important by following a simple and effective time management system.

FranklinCovey assigns a seasoned sales coach to guide each sales leader—we coach the coach. Our sales guides help leaders implement proven processes within their teams and upgrade and model their own sales skills. This greatly leverages and accelerates the performance of the entire sales team.



MODULE	IN THIS TWO-DAY WORK SESSION, PARTICIPANTS WILL:
WELCOME	<ul style="list-style-type: none"> Establish a commitment to improve sales people's performance through improved sales leadership.
BUSINESS CASE FOR CHANGE	<ul style="list-style-type: none"> Identify the attributes of the greatest coaches. Define targets that support their organization's strategic objectives.
IDENTIFY BREAKTHROUGH POTENTIAL	<ul style="list-style-type: none"> Identify which people to invest in and how to invest in them. Create an action plan to enable middle performers to cross the threshold to excellence.
HIGH-PERFORMING LEADERS COACH	<ul style="list-style-type: none"> Learn how to become a results-oriented coach for your sales people. Recognize the key elements of human performance and how to develop and enhance it. Learn and practice a process for holding effective coaching conversations with sales people to increase engagement and get results. Eliminate interference for sales people and help them focus on critical tasks. Generate innovative ideas for deal advancement. Open the way for continual dialogue about progress and performance.
WE WIN FASTER TOGETHER	<ul style="list-style-type: none"> Recognize that growth opportunities increase as the trust they inspire in others deepens. Develop trust and understanding with employees so even difficult or even uncomfortable discussions have a positive outcome.
SUCCESS IS IN THE SYSTEMS	<ul style="list-style-type: none"> Recognize the difference between urgent and important tasks and demands. Learn how to manage and schedule time so that what is important takes priority. Plan actions they can take to pull their top goals from the whirlwind of daily tasks.
THE WAY FORWARD	<ul style="list-style-type: none"> Learn how to use the playbook system to develop and grow sales talent. Enhance their application of new skills through the FranklinCovey coaching process.

MOVING FROM LEARNING TO PERFORMANCE



- For 12 weeks after training is completed, sales leaders receive weekly *Leader Insights*, with information and best practices to support them as they coach their teams to results.
- Post-training opportunity advancement sessions with a FranklinCovey sales guide accelerate deal progress and boost sales leaders' deal-coaching expertise.
- Sales leaders whose teams have participated in FranklinCovey's *Helping Clients Succeed*[®] sales training will coach them on their 12-Week Playbook to support and sustain new learning.

For more information about FranklinCovey's *Sales Leader Base Camp*, contact your client partner or call 1-888-705-1776. You can also visit www.franklincovey.com/salesperformance.