



SALES LEADERSHIP PLAYBOOK



- + Are you a sales leader looking to elevate your skill set?
- + Are you a long-time sales leader but have never received leadership coaching?
- + Are you a new sales leader looking to make an immediate impact in as soon as 90 days?

Sales leaders struggle if they haven't received the coaching needed to lead their team, or they have been promoted into a leadership role without prior experience.

Our Sales Leadership Playbook is a sales coaching solution that trains both new and existing sales leaders how to be maximally effective, using a customized action plan and guidebook - what we call a Sales Leadership Playbook.

This solution kicks off with a 360° review and assessment of the individual, culminating in a 90-day action plan for success. Guided by the action plan, a tailored playbook is developed and coached on in ongoing one-on-one sessions.

SAMPLE TOPICS IN A SALES LEADERSHIP PLAYBOOK

BEST PRACTICES

- What to expect in the first 90 days
- Start thinking like a leader
- Inside vs. Direct vs. Channel sales

SALES LEADERSHIP

- Organization & resetting of priorities
- Connection with sales team & key people
- Being the face of the company
- Leading meetings effectively
- What not to do as a sales leader

SALES STRATEGY

- Knowing your customer and solution
- Planning: monthly, quarterly & annually
- Building a segmented Go-to-Market strategy

- Key management leading metrics

SALES PEOPLE

- Hiring, profiling, & onboarding new people
- Training & enablement for the sales team
- Managing & motivating the sales team
- Coaching & development of the sales team
- Compensation planning

SALES OPERATIONS

- Using technology to maximize leadership
- Effectively using CRM

SALES PROCESS

- Funnel & forecast management
- Major account management
- Optimizing the sales process



Sales Result Inc.

www.SalesResult.com

877.427.2490 • info@SalesResult.com

2018 156th Avenue NE • Bellevue, WA • 98007



BENEFITS OF A SALES LEADERSHIP PLAYBOOK

1. GET A CUSTOMIZED COACHING PLAN

- + Individual assessment to evaluate goals, determine strengths and weaknesses, and develop a 90-day “roadmap” to success
- + 1:1 coaching from a seasoned sales expert on a regular weekly or bi-weekly basis
- + Training on topics pertinent to both sales and leadership that can be used right away
- + Real-life applications and take-home learning exercises to expedite learning by making it relevant to your role, company, and industry

2. DEVELOP LEADERSHIP TRAITS

- + Get the confidence to lead
- + Develop leadership traits and set best practices to follow
- + Improve management skills and tactics
- + Effectively communicate with sales team, fellow leadership and the board

3. IMPROVE SALES TEAM PERFORMANCE

- + Improve and streamline performance of self and sales team
- + Hire the right people and recognize key players

4. SET PRIORITIES & EXECUTE

- + Organize and reset priorities
- + Know and achieve your sales plan and strategy
- + See a 360-degree view of the entire sales organization and sales efforts
- + Spend less time in the weeds on tasks that don't pertain to you
- + Have a “Plan B”: what to do when all else fails

5. FOCUS ON THE RIGHT CUSTOMERS

- + Set a sales strategy and sales coverage model supported by data
- + Appropriately handle top accounts for lasting relationships and opportunities; no longer lose key accounts

6. UNDERSTAND & TRACK KEY METRICS

- + Understand and track key operational data and metrics
- + Get expert recommendations for CRM usage and best practices
- + Set up executive dashboards and reporting functions
- + Implementation and training on executive dashboards and reports to support effective sales leadership



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FROM COLD LEADS TO **CLOSED SALES®**