



# Master *Sales Leadership*

## your challenge

The skills you demonstrated as a high-performing seller (and that got you promoted to a leadership position) aren't the same skills that will enable you to build seller productivity across a diverse, quota-carrying selling team.

In role, sales leaders struggle to manage their time effectively, often resorting to firefighting and attending to the most urgent tasks or the loudest team members. This leads to a reactive rather than proactive management style, where leaders are constantly chasing revenue and neglecting strategic planning.

## what's going wrong?

- You're overwhelmed with the high volume of tasks and responsibilities you must handle. Your instinct is to step in and do tasks for your team. This leads to a cycle of dependency and hinders the development of seller productivity.
- You react to performance issues when it's too late, leading to panic and rushed action plans.
- Your attempts to correct course and improve sales performance are often ad hoc and lack cohesiveness.
- You struggle to keep your team motivated and maintain clarity on your mission-critical objectives, resulting in inconsistent performance across your team.

## what if you could...

- Foster ownership, motivation, and on-going skills development across your team, without the need for you to intervene in their day-to-day tasks?
- Shift from being constantly reactive to being proactive, with **a clear line of sight** on how your team is going to meet its objectives?
- Take control of your time so that it's only invested at the **most impactful stages** of your opportunities and on the **highest leverage activities**?
- Coach your team according to their performance profile, with guidance on how to get the best from each seller to **increase their productivity**?

### if...

- Sales leaders are spending too much time working deals with sellers...
- Your pipeline and forecasting lack any consistency or accuracy...
- Team coaching and 1:1 sessions are only about individual opportunities...

### then...

You need Corporate Visions' **Master Sales Leadership**, a unique sales leadership skills course to transform frontline sales leaders from firefighters to proactive leaders, amplifying every seller's potential and maximizing return on sales leadership.

## what it is

To improve your team's performance successfully and consistently you need to leverage your time and adopt a leadership style that is going to drive the best outcomes for your sellers. In **Master Sales Leadership**, you'll learn practical, scalable strategies and skills to **execute on a leadership cadence** and dramatically increase your **return on sales leadership (ROSL)**.

In our instructor-led training, participants participate in a two-day workshop led by a Corporate Visions facilitator. They work in groups to discover and apply concepts to their actual teams and opportunities.

Plus, engage your team with a series of post-workshop activities designed to accelerate adoption and help them apply their new skills to actual accounts and opportunities.

## what you gain

- The tools and techniques you need to make the shift from a reactive manager to a leader who improves performance across the team.
- A structured leadership cadence that optimizes your calendar for the most important and impactful interactions with your team.
- Strategies and guides for coaching your sellers according to their performance profile.