

amplify team performance



Master Sales Leadership
agenda
day 1

9:00 – 9:15

Launch

Extend your leverage

- Define ROSL
- **Individual activity:** Assess the impact of your strategic choices
- Prioritize leadership activities
- **Individual activity:** Prioritize leadership activities
- Prioritize accounts and opportunities
- Act early
- Develop your team
- Leadership cadence

9:15 – 10:55

10:55 – 11:10

Break

Optimize your team

- Team performance is a journey
- Team coaching assessment
- **Individual activity:** Complete team coaching assessment
- Team types
- **Individual activity:** Identify your team type
- Leadership Style
- **Group activity:** What to emphasize with your team

11:10 – 1:00

1:00 – 1:45

Lunch

1:45 -2:30

2:30 – 3:00

3:00 – 3:15

3:25 – 4:25

4:25 – 4:55

4:55 – 5:00

Optimize your team

- Team training
- **Pair activity:** Plan your first team training
- **Individual Activity:** Add team training to your cadence
- Team meetings
- **Individual Activity:** Add team meetings to your cadence

Master coaching

- Coaching in your cadence
- Coaching fundamentals

Break

- Who and what to coach
- **Individual activity:** Prioritize who and what you'll coach
- Coaching strategies
- **Pair activity:** Apply your coaching strategy
- **Individual Activity:** Add 1:1 coaching to your cadence

- **Group Activity:** Practice coaching the Great 8

Wrap up



optimize revenue management



9:00 – 9:15

Launch

Build consistency and accuracy

- Analyze your pipeline
- **Individual activity:** Analyze a team member's pipeline
- Unhealthy pipeline
- **Group activity:** Strategize unhealthy pipeline
- **Individual activity:** Add pipeline coaching to your cadence

9:15 – 10:50

10:50 – 11:05

Break

Build consistency and accuracy

- Buyer milestones
- **Pair activity:** Review forecast opportunities
- **Individual activity:** Add forecast review to your cadence

11:05 – 11:40

Drive sales performance

- Top X process
- Selecting Top X accounts
- **Individual activity:** Select your Top X accounts
- Selecting Top X opportunities
- **Individual activity:** Select your Top X opportunities

11:40 – 12:50

12:50 – 1:35

Lunch

1:35 -3:00

3:00 – 3:15

3:15 – 3:30

3:30 – 4:20

4:20 – 4:45

4:45 – 5:00

Drive sales performance

- Coaching to account
- **Pair activity:** Plan and practice a Top X account coaching conversation
- Coaching versus co-selling
- **Individual activity:** Identify opportunities as coaching or co-selling
- Co-selling
- **Individual Activity:** Plan a co-selling opportunity

Break

Drive sales performance

- Coaching to opportunity
- **Individual activity:** Plan Top X coaching

Top X coaching activity

Bring it all together

- Leadership toolkit
- **Individual activity:** Finalize your cadence

Wrap up

