



Master Sales Leadership

Digital Course



Part 1

Increase Your ROSL

- Increase Your Return on Sales Leadership
- Prioritize High-Leverage Activities
- Prioritize High-Leverage Accounts and Opportunities
- Act Early
- Develop Your Team
- Optimize Your Time

Practice One:
Increase Your ROSL

Download your workbook



Part 2

Optimize Your Team

- Optimize Your Team
- Identify Your Team Type
- Identify Your Leadership Style
- Adopt the Right Leadership Style for Your Team
- Identify Skills Gaps
- Lead Team Training
- Lead Team Meetings

Practice Two:
Optimize Your Team



Part 3

Master Coaching

- Make Contact
- Use Coaching to Improve Performance
- Prioritize Who and What to Coach
- Adopt the Right Coaching Strategy

Practice Three:
Master Coaching



Part 4

Build Consistency & Accuracy

- Build Consistency & Accuracy
- Analyze Your Pipeline
- Coach Pipeline
- Improve Forecast Accuracy

Practice Four:
Build Consistency & Accuracy



Part 5

Drive Sales Performance

- Drive Sales Performance
- Select Your Top X
- Coach Top X Accounts
- Co-sell or Coach?
- Co-sell and Coach Top X Opportunities

Practice Five:
Drive Sales Performance

Leadership Toolkit

Create your own leadership cadence, using the skills learned in parts 1–5, and apply it with your team over the course of 1 month. Use the 13 digital guides in Leadership Toolkit to review concept recaps, download tools and resources, and watch expert coaching videos for each item in your cadence.