



*"If you want to be a leader who attracts quality people, the key is to become a person of quality yourself. Leadership is the ability to attract someone to the gifts, skills, and opportunities you offer as a manager. Leadership is the great challenge of life. What's important in leadership is refining your skills. All great leaders keep working on themselves until they become effective."*

- Jim Rohn, Business Coach

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."*

- John Quincy Adams

*"Nothing great in the world has ever been accomplished without passion."*

- George Hegel

*"People who are coaches will be the norm. Other people won't get promoted."*

- Jack Welch, Retired Chairman-General Electric

***Is there a level of consistency on how your sales managers build success with their sales teams?***

***Has your organization established standards of excellence for your sales managers beyond achieving the numbers?***

***What are you doing to enhance the ability of your sales managers to LEAD?***

#### **PREMISE**

According to research conducted by the HR Chally Group, the number one reason why customers buy is because of the competence of the salesperson – more influential than price, quality of offering, or your total solution.

Couple that with relentless competition, abundant supply and challenging economic times and it's no wonder that companies are focusing on sales effectiveness and beefing up the skills of their sales forces.

And yet, when it comes to investing, one of the most critical links to sales success is frequently overlooked: **THE SALES MANAGER:** The person who is responsible for ensuring the team achieves targeted revenues. The person who is responsible for developing strategies to accomplish corporate goals. The key influencer and motivator for a company's most important face to the customer – the sales force.

Research confirms that the most important contributor to a team's success is the relationship a salesperson has with his/her manager. Unfortunately, most sales organizations have not developed a proven process to build the skill and capability of their sales managers as leaders.

#### **WHAT IS CATALYST<sup>5</sup>?**

**CATALYST<sup>5</sup>- DEVELOPING THE COMPLETE SALES LEADER** is a series of three development workshops designed to build a framework of best practices essential for tomorrow's Sales Leaders. This new paradigm of sales leadership: the five practices of **LEADER, BUSINESS MANAGER, COACH, RECRUITER, TRAINER** – encourage the manager to be a positive change agent. The process will drive the skills and philosophies necessary to motivate and generate high levels of performance from their sales teams.

## THE FIVE PRACTICES



## THE FIVE PASSIONS



### HOW IMPLEMENTED

These two-day workshops are implemented in three stages:

#### STAGE 1 – COACH

- Develops professional growth by building on the strength of each employee. Emphasis is placed on helping, guiding, encouraging and challenging.

#### STAGE 2 – LEADER / BUSINESS MANAGER

- Focuses on providing clarity and a compelling vision of the company's strategy. Helps managers become superior managers by establishing metrics, drive change, and approach problem solving constructively and positively.

#### STAGE 3 – RECRUITER / TRAINER

- Focuses on the Sales Manager's ability to recruit the right talent. Builds the framework for championing practice, ongoing training and continuous improvement in sales skill at the team level.

This approach provides a continuum over an 18 to 24 month period for the development of the Sales Manager. During this period, the foundations of "behavior" and "state of mind" will be developed to drive positive change within the organization.

### BENEFITS TO THE PARTICIPANTS

- Increases a manager's ability to inspire people to achieve business unit goals.
- Establishes a common methodology and language on how to coach superior performance.
- Provides an extensive series of tools for managers to build the effectiveness of their sales teams.
- Improves each manager's ability to attract and retain talented employees.
- Transitions a participant from a 'traditional', sometimes reactive manager role into a proactive sales leader.

### BENEFITS TO THE ORGANIZATION

- Increases management's ability to inspire people and achieve company goals.
- Empowers individuals within the company to become catalysts for positive change.
- Shortens hiring cycles and reinforces a smooth and faster transition for employees.
- Encourages cultural change where people are truly seen as the key to success.