



MENTORING SALES LEADERSHIP (MSL)



Mentoring Sales Leadership (MSL) is all about unlocking the great potential for prosperity that exists in every sales and marketing professional. Mentoring Sales Leadership is delivered in a dynamic workshop setting and is intense in content and duration. This highly involved program includes a variety of learning strategies including group exercises and discussions, role-plays, structured experiences, and other events that create a memorable experience. Energetically embraced, and rigorously applied and reinforced, Mentoring Sales Leadership:

Increases self-reliance

Optimizes resources

Releases potential

Creates talent pool

Increases productivity

Increases profitability

MENTORING SALES LEADERSHIP (MSL)

CREATING THE FUTURE

This module establishes a positive learning environment, initiates a sense of teamwork, and provides an overlay for the **Mentoring Sales Leadership** training experience. This module includes agenda setting, program overview, program benefits, and program norms. Key activities include:

- Recognizing the critical need for mentors
- Assessing one's mentoring skills and planning for improvement
- Identifying one's mentoring style and the necessary style modifications for greater mentoring effectiveness

ESTABLISHING A CLIMATE OF TRUST, CREDIBILITY, AND RAPPORT

Focus on the importance of building high-trust relationships. This module provides mentors with the mental framework for communicating their interest and desire to be a mentor. Key activities include:

- Identifying the gateways and opportunities for creating trust and openness through listening to understand
- Developing critical listening skills for attaining another person's perspective/point-of-view
- Mastering a human-relationship or communication strategy for creating a "privileged relationship"

PLANNING FOR PERFORMANCE IMPROVEMENT

Face the new business reality with confidence and competence. Key activities include:

- Mastering a performance-improvement strategy for developing those you are mentoring
- Determining the critical knowledge, skills, and attributes for performance enhancement
- Creating a performance-improvement planning system for the development of individual business professionals

COUNSELING FOR INDIVIDUAL EFFECTIVENESS

This module focuses on making the right choices. Here, the mentor shares his or her wisdom in a thoughtful and helpful manner. Key activities include:

- Recognizing the importance of counseling in the performance-improvement process
- Setting the scene for effective counseling efforts
- Mastering the effective use of the CLAER process in counseling sessions
- Planning and activating the mentoring strategies that overcome the barriers to effective performance

INFLUENCE, INSPIRE, INITIATE

This action-planning experience integrates the entire Mentoring Sales Leadership program into the consciousness of every program participant. Each mentor generates a “back on the job” implementation plan. Each mentor’s positive attributes and value to the organization are highlighted and each mentor is encouraged to influence, inspire, and initiate positive actions. Key activities include:

- Embracing the positive attributes that build an effective mentoring relationship
- Integrating the knowledge, skills, and attributes that are vital to mentoring effectiveness
- Making the commitment to develop your sales professionals for greater individual performance

Mentors are vitally important for bringing new life and hope to the people they mentor. Mentors provide the emotional nourishment that gives others hope and the energy needed to truly transform their lives for the better.

Mentoring Sales Leadership carries forward the best tradition of the organization as an entire value system is communicated throughout by those who mentor others. This is the same way values and ethics are transmitted in a close family – by word and deed.

