

Excellence in Sales Leadership (ESL) March 30-31, 2020 | Norfolk, Virginia



PROGRAM LOGISTICS

We are delighted that you will be joining us for the *Excellence in Sales Leadership (ESL)* program scheduled March 30-31, 2020, at the **Marriott Norfolk Waterside**. The ESL program will take place in the meeting facility at Marriott Norfolk Waterside in conjunction with the PSE National Convention. Marriott Norfolk Waterside is located at 235 E. Main St., Norfolk, Virginia 23510.

Expect to return to your responsibilities with the most dynamic and complete set of sales leadership skills in existence to aid in creating an environment of success for your sales professionals. Excellence in Sales Leadership is equipping sales leaders all over the world to drive their sales, market share, and profits.

PROGRAM DATES AND TIMES

ESL: March 30-31

Monday: 12:30 pm – 5:00 pm

Tuesday: 8:00 am – 5:00 pm

PROGRAM ATTIRE

Dress for the program will be business casual.

MEALS

An afternoon break on day one and a continental breakfast, lunch, and breaks on day two to participants. Additional meals are the responsibility of each participant.

PROGRAM LOCATION AND LODGING

The ESL program will take place in the meeting facility at **Marriott Norfolk Waterside**. Participants are responsible for reserving their air, ground and hotel accommodations.

Lodging Nearby Program Location:

Marriott Norfolk Waterside advertised standard rates from \$209.00 + taxes & fees

Hilton Norfolk The Main advertised standard rates from \$229.00 + taxes & fees

Sheraton Norfolk Waterside advertised standard rates from \$209.00 + taxes & fees

ARRIVAL/DEPARTURE

Lodging nearby the program location is accessible via the Norfolk International Airport (ORF). The hotels are located about 20 miles from the ORF airport.

PROGRAM CONCLUSION/DEPARTURE

The ESL program concludes at 5:00 pm on Tuesday, March 31st. Please do not schedule return flights until after 7:00 pm to allow for completion of the training and travel time to the airport.

If you have any questions, feel free to e-mail me, Melissa Williamson, at mwilliamson@carew.com. Again, we look forward to working with you at the Excellence in Sales Leadership training program.

Safe travels!



Melissa Williamson

Sales Catalyst

Carew International

Program overview for [Excellence in Sales Leadership](#)

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ESL AGENDA:

Monday 03.30.2020	Tuesday 03.31.2020
12:30 pm Kick-Off	8:00 am Start
<p>Module 1 <i>Leading by Example</i></p> <p>Module 2 <i>Managing the Business Deal</i></p> <p>Module 3 <i>Assessing the Sales Professional's Performance Level</i></p>	<p>Module 4 <i>Implementing Developmental Strategies</i></p>
	12:00 noon – 1:00 pm Lunch
	<p>Module 5 <i>Counseling for Improved Performance</i></p> <p>Module 6 <i>Leadership Results Through Planning</i></p>
5:00 pm	5:00 pm