



Transform Sales Managers into Sales Leaders. The premier training program for sales managers seeking to take the next step in their career. Equip emerging leaders with proven best practices to build a strong talent pool, optimize team performance, and increase bottom-line impact. Deploy our proven models, methods, and tools to transform sales managers into leaders. Learn strategies to create an environment for success, motivate sales professionals, foster professional development, and deliver results. Discover how to break through performance barriers using our proprietary problem-solving model and give prescriptive, actionable feedback. Create a common leadership language and structured development process that drives alignment towards business goals and elevates the professionalism of the sales organization.

Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants receive highly relevant, immediately usable, and memorable training that profoundly impacts their skills, attitude, relationships, and success.

What You'll Learn



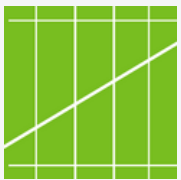
Creating an Environment for Sales Success

Learn the components of job performance that sales leaders can leverage to support and accelerate the success and advancement of the sales professionals on their team. Understand the psychology behind the importance of creating the right environment and where to focus your leadership time and effort. Content and materials are customized to reflect each client's vision, mission, and operational objectives.



Building Team Engagement

Understand the psychological contract that exists between companies and their employees and the sales leader's role in optimizing that relationship within their teams. Explore the key drivers of individual motivation. Learn a powerful problem-solving model that engages team members. Participants profile their own temperament/talent style and those of their sales team to effectively communicate, motivate, and deploy them based on individual and group characteristics.



Assessing Performance & Implementing Development Strategies

Learn about the Performance Continuum as an assessment and developmental planning tool. Understand the appropriate leadership role at each phase. Identify the knowledge, skill, attributes, and contributions across job families specific to your organization. Learn to diagnose ability to perform against expectations. Craft development plans. Acquire an essential time management tool to determine.

More →



Leadership Strategies for Development & Performance Improvement

Identify effective feedback styles and guidelines along the Performance Continuum. Understand the variables that impact how coaching is received. Learn proven communication models for delivering performance feedback, coaching, collaborating, and counseling for continuous improvement. Master delivering specific, prescriptive, and actionable feedback focused on the behaviors required to achieve desired outcomes.



Capstone Role-Play: Leadership Results Through Planning

Learn the fundamentals of our proprietary Strategic Selling Plan system and how to use it to activate a more intentional, focused sales effort. Master recognizing how customers respond to your sales style and adjusting dynamically so that transactions and relationships move forward. Develop the confidence and competence to take the lead in securing and retaining preferred position within the business relationship.



Program Benefits

- Increased revenue and profit
- Increased sales productivity
- Common language, process
- Sales team retention, growth
- Improved talent acquisition
- Increased organization alignment
- Increased professionalism



Who Should Attend

- Graduates of DPS®, APS®, & TSR™
- New and Emerging Sales Leaders
- Experienced Leaders to Elevate Skills



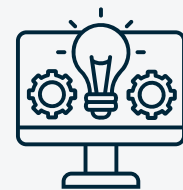
Program Highlights

- Client-specific customization
- Proprietary process models
- Capstone role-play & feedback
- Videotaped skills practice
- Energy, interaction, fun
- Participant Certification



Delivery Options

- Live Onsite Instructor-led
- Live Virtual Instructor-led
- Custom Onsite/Virtual Blend
- Train-the-Trainer Certification



Reinforcement

- Personalized Smart Room
- Online LMS
- Thought Leadership
- Alumni Community Forums



Program Duration

- Onsite: 2.0 days
- Virtual: 4.0 days | Two 2.5 hr. sessions/day