Transform Your Sales Team: Develop Confident, Data-Driven Sales Leaders and High-Performing Teams

Equip your leadership with strategy, tools, and peer accountability to drive measurable growth through our Sales Leadership Program.

Enroll Now. Onboarding for the Fall Session Starts November 4, 2026

Questions? Email support@solomoncoyle.com

87% of sales leaders step into their role without formal training. This program addresses that.

Led by industry experts **Shelley Rosetta** and **Carole Syse**, during this 12-week virtual experience, you'll gain the tools that blend expert guidance, peer learning, and real-world strategy.

You'll Learn How To:

- Inspire and guide with true sales leadership
- Make smarter decisions using distributor economics and strategy
- Attract, develop, and retain top talent
- Build a resilient, growth-focused sales culture
- Take action immediately with weekly, practical takeaways

Learn how we can help you.

solomoncoyle.com | info@solomoncoyle.com | (703) 574-9100

SolomonCoyle

Secure Your Spot.

An Award-Winning Learning Approach

Get a glimpse into the thinking behind the learning experience.

This program blends self-paced content, live sessions, and real-world practice through a fictional company, Commercial Interiors, Inc., earning a Silver Award for Blended Learning from the International E-Learning Association.

Register and Experience the Program.

Essential Metrics Every Sales Leader Influences

How the Solomon Coyle Sales Leadership Program Builds Capability Across Key Financial Levers

We've distilled decades of industry data, financial benchmarking, and insights into six key metrics that every sales leader has direct influence over.

- Revenue Growth
- Installed Margin % of Sales
- Sales Expense % of Sales
- Sales Staff Compensation % of Sales
- Product Margin % of Sales
- Revenue per Salesperson

These metrics show how sales leaders influence both revenue and operational performance, especially in an environment where cost structure, project execution, and margin control are just as important as selling volume.

? Read the article, "The Essential Metrics Every Sales Leader and Principal Should Track to Drive Success."

Join the Upcoming Cohort.

Upcoming Cohort Schedule

- Onboarding is on Wed. November 4, 2026.
- Orientation and Kick-Off – Live 45 minute Session | Wed. November 11, 2026.

Week 1 – Getting Ready to Shift – Live 1-Hr. Session - Presentation | Wed. November 18 @ 11.30 am EST

- Sales Leadership vs. Sales Management
- Growth Mindset: The Foundation of Sales Leadership
- Welcome to Commercial Interiors, Inc

Week 2 – Distributor Economics 1

- Introduction to Distributor Economics
- Distributor Models
- Analyzing Installed Margin

Week 3 – Distributor Economics 2 – Live 1-Hr. Session - Office Hrs. | Wed. December 9 @ 11.30 am EST

- Quote-to-Invoice Process
- Analyzing Sales' Impact on the QTI Process
- Applying the Quote-to-Invoice Process in Sales

Week 4 – Sales Leadership Responsibilities: Strategies

- Sales Strategy
- Embracing Digital Transformation
- Distinguishing Sales Strategy from Tactics

Week 5 – Sales Leadership Responsibilities: Culture – Live 1-Hr. Session - Office Hrs. | Wed. January 6 @ 11.30 am EST

- Defining a Healthy Sales Culture
- Sales Culture Case Study
- CRM Strategies

Week 6 – Sales Management Responsibilities – Live 1-Hr. Session - Office Hrs. | Wed. January 13 @ 11.30 am EST

- Managing the Sales Process
- Mastering Sales Management
- Aligning Seller Activities with the Buyer's Journey
- Aligning Sales Methodology with the Sales Process

Week 7 – State of the Industry – Live 1-Hr. Session - Presentation | Wed. January 20 @ 11.30 am EST

- State of the Industry Webinar
- Industry Impact Assessment

Week 8 – Customer Journey

- The Commodity Curve and Your Unique Value Proposition
- Digital Marketing: From Basics to Brilliance
- Digital Marketing and the Customer Journey
- Emerging Trends

Week 9 – Talent Acquisition and Compensation – Live 1-Hr. Session - Office Hrs. | Wed. February 3 @ 11.30 am EST

- Building a High-Performing Sales Team
- Compensation Philosophy, Plans, and Trends
- Sales Roles, Models, and Staff Expenses
- Hiring Criteria

Week 10 – Mentoring and Coaching

- Developing and Retaining Talent
- A Commitment to a Coach
- Mentoring and Coaching
- Training, Development, and Retention

Week 11 – Implementation and Accountability

- Metrics, Setting SMART Goals, and Accountability
- Creating a Scorecard

Week 12 – Post Course Wrap Up – Live 1-Hr. Session - Office Hrs. | Wed. February 24 @ 11.30 am EST

- Final Check-In
- Sales Leadership Self-Assessment

What Sales Leaders Are Saying

“This program was a turning point in my career. I still use the tools and strategies today. It helped me shift from managing tasks to leading with vision while staying grounded in day-to-day realities. The collaborative environment and real-world relevance made it incredibly valuable.”

Jessica Hardin | VP of Sales, Partner, ID+A, Inc.

“The program was instrumental in refining our sales leadership strategies. It provided frameworks that helped me translate concepts into actionable processes. Attending with a colleague fostered accountability and strengthened our implementation.”

Stuart Hamilton, NCIDQ | General Manager, Goodmans

Register Below.

Ready to lead with impact?

The all-inclusive fee of $4,750 covers instruction, materials, and assessment.

To pay by credit card, select the number of desired seats below. To request an invoice or ACH transaction, emailsupport@solomoncoyle.com.

Please note the following cohort timeline before purchasing:

- **Fall 2026** | November 4, 2026 – February 24, 2027

Tickets

The numbers below include tickets for this event already in your cart. Clicking "Get Tickets" will allow you to edit any existing attendee information as well as change ticket quantities.
Sales Leadership Program Fall 2026
Please click on '+' for desired quantity
$ 4,750.00
8 available
-
Quantity
+
Quantity: 0
Total: $ 0.00
Get Tickets