

Equipping Sales Leaders to Create and Run Great Sales Organizations

Have you ever thought about how the skills that make a successful sales rep aren't always the ones needed to develop and lead a great selling organization?

If you've noticed there's a lack of a strategic approach to sales in your organization, confusion around managing the selling process, and it's a struggle to train and develop the sellers on your team, it might be the perfect opportunity to learn how to improve the sales leadership acumen of the team.

What Can Sales Leaders Achieve with The Right Skillset?

Solomon Coyle's Sales Leadership program sheds light on how the sales leader can lead a sales team, keeping benefits to the organization *as a whole* in mind, rather than with the individualistic mentality of a top-producing salesperson. The results?

- Understanding of how sales leadership impacts profitability, sustainability, and culture
- Improved margin strength
- Reduced pricing bias (margin memory)
- Increased sales productivity
- Leveling of resource utilization to appropriate levels
- Less chaos in the sales process

This program isn't just for existing sales leaders, though. Perhaps you have a sales manager you'd like to nurture into a sales leader role, but you're not sure how best to set them up for success. Read on to see how this program is the perfect way to do just that.

Qualified, Convenient, Impactful Learning

This 12-week hybrid course with synchronous and asynchronous modes of learning is the first of its kind for the commercial interiors industry. Led by industry veterans Paul Holland, Shelley Rosetta, and David Solomon, students will gain in-depth knowledge on the following topics:

- Sales Leadership vs. Sales Management
- Distributor Economics

Learn how we can help you.

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- Strategy
- Culture
- Sales Management Responsibilities
- Becoming a Student of the Industry
- The Customer Journey
- Talent Acquisition & Compensation
- Mentoring & Coaching

Immediate, Actionable Takeaways Every Week

Students will see how key concepts in each of the topic areas could apply to their own business as they follow a model distributor, Commercial Interiors, Inc.

More importantly, each week students will have actionable takeaways they can immediately start to implement in their organizations.

We want to ensure students are set up for the best possible outcomes, so the following is provided:

- **Sales Leadership self-assessment** – Track your progress as you acquire new skills as a sales leader pre- and post-course.
- **Accountability partner** – Have real-world problem-solving discussions with a peer who gets exactly what you're dealing with.
- **The Sales Leader Strategy and Tactic Playbook** – Implement learnings right away and set yourself up for ongoing planning success, year-over-year.
- **Instructor office hours** – Ask the experts your specific questions as you progress through the course.

All class content is accessed through our newly launched LMS and includes:

- Pre-recorded videos which incorporate comprehension quizzes
- Weekly assignments
- Live presentations with open Q & A
- Instructor Office Hours
- Cohort discussion boards

6-week and 6-month post-course sessions are also scheduled because we really do want to make sure you're seeing improvements in how your sales organization is performing and that you have the opportunity to share your success with your peers.

Students can expect to commit approximately two hours per week to the program.

Our Commitment

We believe it's our job to find and share insights that will inspire and equip Sales Leaders to reach their full potential and run better-selling organizations. This program helps sales leaders better grasp their primary

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purpose as leaders and shows them how to strategically approach leading sales with benefits to the entire organization in mind.

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