

Six Symptoms It's Time for You to Invest in Your Sales Leaders

Is your organization experiencing these symptoms?

1. Stagnant Sales Growth: Salespeople are key enablers for growth, but only if managed and led by capable sales leaders and managers.

Diagnosis: Develop the ability of sales leaders and managers to coach and motivate their teams to sustain high performance. Align the appropriate sales activities and metrics with the go-to-market strategy.

2. Competitive Differentiation: How we sell is as important as what we sell. Sales leaders play a pivotal role in influencing how their salespeople sell and what opportunities they choose to pursue.

Diagnosis: Enhance the ability of sales managers to influence the type of opportunities their sellers pursue and how they pursue them.

3. Lack of Commercial Acumen: Do your sales managers and their teams understand the commercial reality of their customers? Can they articulate to buyers and influencers how your offerings can drive commercial advantage?

Diagnosis: Help salespeople exhibit commercial acumen in order to make informed business decisions

4. No Return on Training Investment:

Many sales organizations have cycled through multiple training methodologies with limited impact, leaving them with a collection of "bits and pieces" not consistently adopted across the organization.

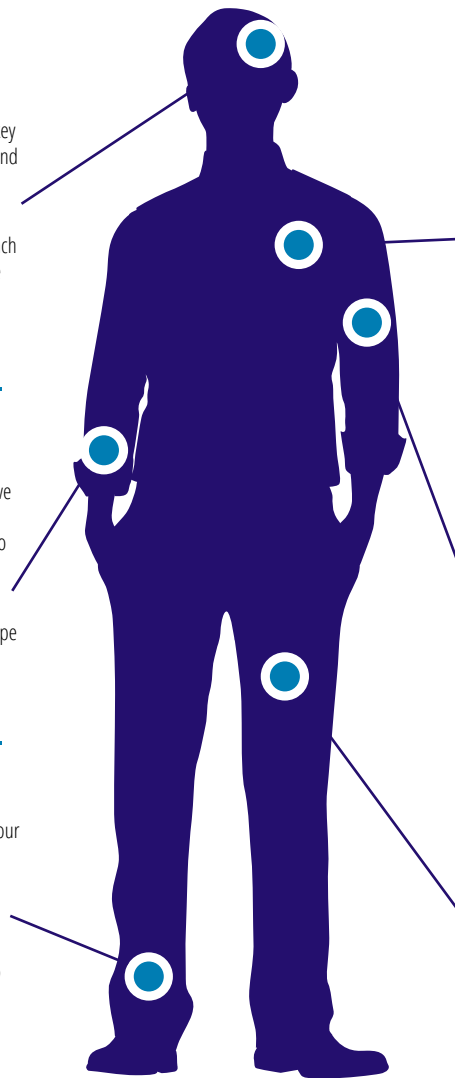
Diagnosis: Give sales leaders a "playbook" to develop ownership over sales processes, language, and methodologies to drive consistency.

5. Challenges of Scale: Large, geographically dispersed sales teams struggle to adopt new behaviors and practices when they are implemented in one-off events or infrequent sales meetings.

Diagnosis: Leverage training technology to reach salespeople more frequently in a cost-effective manner. Turn sales managers into every-day trainers and coaches.

6. Unengaged Sales Teams: Engaged and motivated employees are more productive and loyal, but sales managers don't always understand how to achieve this within their teams.

Diagnosis: Sales managers who are able to cascade challenging goals into meaningful sales objectives and activities provide their teams with clarity, direction, and confidence.



Treatment Plan

Traditionally, most sales training has targeted sales representatives, while typical sales management training focuses only on "how to coach" or reinforce a particular selling methodology. Rather than spreading training budgets too thinly across the larger sales representative population, much more can be achieved by investing in the **multiplier effect** that skilled sales managers can deliver to their teams. Is your organization ready to experience the benefits of the multiplier effect in your sales leadership training?

Contact Kaplan Leadership and Professional Development today!

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