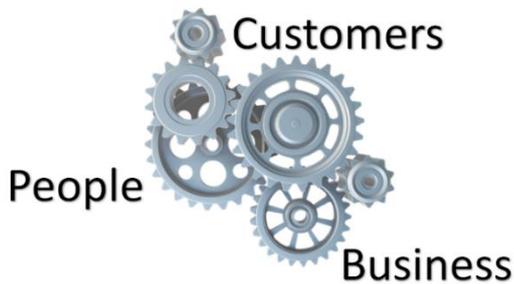


Illustra Live Virtual Workshops



“Developing a salesperson improves performance in one sales territory. Developing a sales manager improves performance across many sales people and many territories.”

The Sales Management Code

Copyright VantagePoint

Based on new research into how world-class sales forces measure and manage their sellers, it provides a best practice approach to identify and implement the critical activities and metrics that drive business results.

It is a course on how to effectively manage a sales force. It identifies the 5 fundamental sales processes that can be managed to create desired business outcomes, and it helps participants choose which of the processes are needed to achieve their own strategic objectives. It also provides examples of actual tools and frameworks for sales managers to use, and it gives straight-forward advice on how to change sales force behaviors while avoiding common pitfalls.

FACULTY

Alan Saunders: CEO, Illustra

Brad Milner: Managing Partner, TechCXO

Gary Kunath: Author, former CEO Summit Group.

Rebecca Homkes: Director at the Ashridge Strategic Management Centre

Dr Valerio Pascotto: Founder of IGEOS

Plus: Senior customer executives

“Clearly, the best sales forces have both great sales people and great managers. However, the best way to get both is to start with excellent managers. A strong sales management team is the key to a great sales force.

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Sales Manager Programs

Team Coaching

- Reframing
- White Space
- PreMortem

“Leaders must act like the dumbest person in the room. Sure, as a boss, people will turn to you for all the answers, and you’ll want to supply them. But instead, show people that your job is to have all the questions. Greet every decision and proposal with “What if?” and “Why not?” and “How come?” Jack Welch

Strategy Execution

How can you make better commitments for execution? Those that are active, explicit, intent-based, open, and understood?

- How can you make a clear intent (top priorities and definition of success) and boundaries for your team?
- How can you ensure you’re balancing alignment, coordination, and adaptation?
- Values and Culture
- Shared Context
- Distributed Leadership

Customer Engagement

How can we make Account Planning more collaborative?

- Value not price based
- A Framework for engagement
 - Third Box Thinking
 - Performance Importance Grid
- Executive Conversations

Change Leadership

The Brain response to Change

- A. What change initiative is currently most critical for you and your team
- B. In light of your change initiative, what challenges are you and your team facing?
- C. What actions could you take to support an innovation response in your change initiative?
- D. Identify actions you could implement to address SCARF (Status, Certainty, Autonomy, Relatedness & Fairness
- What and how would you communicate the change initiatives to team members