

Sales Leadership

Leadership and Strategic Decision Making in Sales

- What does good leadership look like?
- Leadership Styles
- Decision Making – Style and Consistency
- Leading Teams Through Coaching

Strategy, Planning and Implementing Sales and Marketing Strategy

- Sales Strategy
- Sales and Marketing Strategies, Planning and Implementation
- Value Propositions
- Brand & Customer Insight

Targets, Forecasting & Team Structure

- Sales Forecasting & Budgeting
- The Factors that Affect Sales Trends
- Team Structure and Sales Process
- Managing Growth and Performance

Culture and Change

- Leading Sales-Related Change
- Managing the Impact of Change
- Developing Resilience to Change
- Communicating Change