

STRATEGIC SALES LEADERSHIP

“Strategic sales leadership is essentially strategic thinking to drive insight and action, which rarely occurs spontaneously.”

Michael Porter

COURSE OVERVIEW

Strategic sales leadership is the ability to think on a big and small scale, long and short term, into the past, present, and future – with the judgement and insight needed to develop and execute a winning sales strategy.

While strategic sales leadership is a valuable skill for every sales leader in an organization, it becomes increasingly essential as one ascends the leadership ladder. Strategic sales leadership includes an integration of critical thinking, systems thinking and strategic thinking. It is often the “secret sauce” that accelerates a sales leadership career. And lack of strategic ability will often impede one’s professional progress.

This course is designed to help a leader understand how corporate values and culture link to sales strategy and execution. Leaders learn how to drive employee engagement, how to conduct a situational analysis and how to develop a winning sales strategy. They also learn how to plan for sales execution, for deployment of a new sales strategy, how to communicate a compelling vision and mobilize salespeople to embrace the change.

This workshop is also designed to help sales leaders improve their critical-thinking and problem-solving processes while applying these new skills to workplace challenges and ultimately make better decisions.

This workshop includes pre-work assignments, facilitated discussions, case studies, individual and small-group work, and other tools to assist participants in applying learning to their business roles.



AUDIENCE

- EL Executive Sales Leaders
- LL Leaders of Sales Leaders

FORMATS

- In-Person
2 Days
- Virtual
2 hrs. X 7 sessions

BUSINESS IMPACT

- 1 Sales leadership teams are able to develop an alignment of core values, culture and employee engagement strategy.
- 2 Sales leaders are better equipped to “think about their thinking” which enables better judgement and decision-making.
- 3 Sales leaders learn to use strategic planning to guide the direction of their business and enhance the working culture of their teams.
- 4 Execution of sales plans becomes more consistent and successful because of more strategic and contingency thinking.
- 5 Sales planning and decisions are based upon more objective data and information because of a thorough discovery process.
- 6 Scenario planning is used more frequently to be better prepared when plan execution produces a sub-optimal result.

STRATEGIC SALES LEADERSHIP

INFOPRO LEARNING'S STRATEGIC SALES LEADERSHIP MODEL

LEARNING OBJECTIVES

- Sales leaders learn to align organizational core values and culture with strategic intent and priorities.
- Sales leaders align their own values, vision and personal leadership “brand” with organizational strategy.
- Sales leaders enhance their ability to make discerning people decisions with a focus on alignment of values and competencies (right person/right seat).
- Sales leaders learn to develop a winning competitive strategy based upon situational analysis and deep insights regarding customers, employees, and the business environment.
- Sales leaders learn to apply critical, systems, and strategic thinking to all vital business decisions.
- Sales leaders learn to use the “Change Acceleration Toolkit” to facilitate rapid organizational alignment
- Sales leaders learn about formal tools and systems as well as informal methodologies available to develop strategy and to plan for execution.
- Sales leaders learn to apply situational analysis and communication strategies during a crisis response.



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LEARNING JOURNEY – 2-Day Classroom or 7-session virtual learning (example shown below)

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