



Stepping Up to Team Leader

Team Leader Introductory Series



Welcome

You've crushed those sales targets and clinched the deals. Bravo! Now, it's time for a bigger stage and brighter spotlight. If you've recently been promoted or are eyeing that sales leadership role, our course is tailor-made for you. Dive into a whirlwind day of vibrant learning, captivating exercises, and innovative strategies designed for the sales leaders of tomorrow.

Welcome to "Stepping Up to Sales Manager!" Transitioning from a salesperson to a sales team leader is a rewarding yet challenging journey. As you navigate this new role, this course will equip you with the foundational skills to lead with confidence and drive results. Designed to be fun, interactive, and highly engaging, our sessions offer a mix of practical exercises, role-playing, and real-world scenarios. Let's get started!

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Introduction

Been promoted? Congrats! But, what next? Elevate from star salesperson to stellar sales leader! Dive into an energetic day of dynamic learning, hands-on challenges, and actionable insights.

Core Topics for this fast start programme are:

- **Module 1: Becoming the Leader!**
Discover the power shift from solo player to lead orchestrator! Unpack your new toolkit, and get ready to set the gold standard for your squad.
- **Module 2: Winning Hearts and Mind – The EI Edge!**
Unlock the secret sauce of top leaders – Emotional Intelligence! Learn to inspire, resonate, and amplify your team's potential.
- **Module 3: Talk the Talk – Command & Connect!**
Boost your communication game! Deliver feedback that fires up performance, and master the art of turning conflicts into opportunities.
- **Module 4: Coaching for High Performance**
Elevate your team's sales prowess! Don the coach's hat and architect peak performances that smash those targets.
- **Round-off Rally!**
Recharge, reflect, and set the sales arena on fire! Pin down action steps and prep for a groundbreaking leadership journey ahead.

Get ready to embark on the ultimate sales leadership adventure! Propel your career, inspire your team, and ace those numbers like never before. Are you game?



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Becoming the Leader!

By integrating leadership style discovery at the onset of the course will help you gain self-awareness, which you will apply throughout the subsequent modules. This foundation will empower you to adapt your leadership techniques based on various situations you'll encounter as a sales team leader.

Navigating the landscape from being an outstanding individual contributor in sales to guiding a team of achievers is a transformative journey. The metamorphosis requires not just understanding the nuances of sales, but also uncovering the leader within you.

In this pivotal module, we delve deep into the sanctuary of leadership, exploring its diverse styles. Are you the strategist, the motivator, or the empathetic mentor? Through an illuminating psychometric test, witness the contours of your unique leadership persona unfold. Engage in dynamic role-playing sessions, and with expert tutelage, hone your newfound skills to perfection.

Step into this module as a sales maestro and emerge as a beacon of leadership. Illuminate the path for others, inspiring greatness at every step. This introduction focuses on personal transformation and growth, aiming to attract participants with the promise of discovering and refining their leadership identity.

Key Learning

Leadership Styles:

- ✓ Introduction to various leadership styles: Transformational, Transactional, Autocratic, Democratic, Laissez-faire, and others.
- ✓ Discussions on how different styles impact sales team dynamics, motivation, and performance.

Your Style (Psychometric Test): Introduction: A brief overview of the importance of psychometric tests in leadership.

- ✓ Test Session: Participants take a Salecology psychometric test tailored for identifying leadership styles.
- ✓ Results Breakdown: An interactive session where participants get insights into their test results and what they imply about their leadership style.

Personal Reflection:

- ✓ Guided introspection on how their identified style aligns with their own experiences and perceptions.
- ✓ Discussions on strengths, potential pitfalls, and areas for development related to each leadership style.

Adapting Leadership Styles:

- ✓ Understand that leadership isn't a one-size-fits-all approach.
- ✓ Techniques to tweak and adjust leadership methods based on team needs, business scenarios, and personal growth.

Role-Playing Bonus:

- ✓ Engage in scenarios where different leadership styles are more effective. This will allow participants to step out of their comfort zone and experiment with various leadership approaches.

Key Learning

Emotional Intelligence (EI) Unpacked:

- ✓ Introduction to EI: Why is it pivotal in sales leadership?
- ✓ How mastering EI can elevate communication, conflict resolution, and team motivation.

Leadership and Emotional Styles:

- ✓ Exploration of various emotional leadership styles: Affiliative, Democratic, Pacesetter, Coaching, Coercive, and Visionary.
- ✓ Discussions on how these styles can influence team dynamics, enthusiasm, and performance.

EI in Action:

- ✓ Hands-on exercises and scenarios emphasizing the use of emotional intelligence in day-to-day leadership challenges.
- ✓ Techniques to respond empathetically to team feedback, concerns, and aspirations.

Adapting Emotional Leadership:

- ✓ Recognize that emotional leadership isn't static—it needs adaptability.
- ✓ Strategies to modify and amplify emotional responses based on varying team needs and situations.

Deep Dive with the “Emotion Wheel”:

- ✓ A practical session to decode complex emotions in oneself and in team members.
- ✓ Participants learn to articulate feelings more accurately, leading to improved communication and understanding.



Winning Hearts and Minds

The world of sales is more than just numbers; it pulses with human emotion, intricate relationships, and nuanced interactions. As you transition into leadership, recognising and harnessing these emotional currents becomes paramount.

This module unravels the profound connection between leadership and emotion. Grasp the diverse emotional leadership styles—whether you're the nurturing mentor, the impassioned motivator, or the visionary guiding with empathy. Through an enlightening psychometric assessment, uncover the emotional tapestry that defines your leadership ethos.

Immerse yourself in engaging exercises, scenarios, and in-depth discussions. Learn to listen not just to words but to emotions, to lead not just with strategies but with sentiment.

Transform into a leader who doesn't just achieve targets but touches hearts, who understands that true leadership success is felt, not just measured.

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Talk the Talk – Command & Connect!

Master the art of effective communication, from daily huddles to comprehensive team meetings. Ensure that every word you utter, whether it's praise or feedback, propels your team towards greatness:

Welcome to the realm where leadership meets eloquence. Discover the transformative power of effective communication, from the energy of daily huddles to the depth of comprehensive team meetings. Understand the nuances of feedback, the art of listening, and the science of conveying with clarity.

Whether it's resolving conflicts, praising achievements, or setting forth visions, this module equips you with tools to ensure your message resonates. Engage in immersive activities, simulate real-world scenarios, and master the art of communicating with intent. Emerge as a leader who doesn't just speak but connects, creating a melody of motivation, inspiration, and unity.



Key Learning

Daily Huddles:

Harness the power of short, focused daily touch-points. Learn how to:

- ✓ Set the tone for the day.
- ✓ Prioritise and address immediate concerns.
- ✓ Boost team morale and provide instant motivation.

Weekly Team Meetings:

Dive deep into:

- ✓ Structuring your meetings for efficiency and productivity.
- ✓ Incorporating feedback sessions.
- ✓ Setting clear objectives and reviewing the past week's performance.
- ✓ Discussing best practices and areas for improvement.

Crafting Constructive Feedback:

- ✓ Techniques to ensure your feedback is actionable and inspiring.
- ✓ How to handle sensitive topics during team meetings.

Conflict Resolution:

Turn potential team disagreements into growth opportunities. Equip yourself with:

- ✓ Strategies for mediating discussions.
- ✓ Keeping team morale intact even through challenging times.

Immersive Experience:

- ✓ Engage in the "Feedback Theatre" to practice live scenarios. Participate in mock huddles and team meetings, ensuring your leadership communication is always on point.

Key Learning

SMART Objectives:

- ✓ What are SMART objectives? Breaking down the acronym (Specific, Measurable, Achievable, Relevant, Time-bound).
- ✓ The importance of clear and actionable goal-setting in sales.

Goal-Setting Workshop:

- ✓ Techniques to set realistic yet challenging goals for individual team members and the entire team.
- ✓ Hands-on practice: Set SMART objectives for a variety of sales scenarios.

Coaching with Clarity:

- ✓ Using SMART objectives as a foundation during coaching sessions.
- ✓ Monitoring and adjusting goals based on real-time performance and changing circumstances.

Sales Call Assessment in Action:

- ✓ Hands-on session wherein participants assess live or recorded sales calls.
- ✓ Collaborative exercises and discussions to review calls and determine actionable feedback.

Feedback and Review:

- ✓ The importance of continuous feedback against set objectives.
- ✓ Techniques to celebrate achievements and address shortcomings constructively.

Hands-on Training:

- ✓ Engage in role-play at the “Coaching Clinic” using real-world sales scenarios. Guide team members to set their own SMART objectives and provide feedback on their choices.

Coaching for High Performance

Elevate your team's sales prowess! Don the coach's hat and architect peak performances that smash those targets. In the competitive landscape of sales, every interaction is an opportunity, and the path to success is paved with consistent guidance and feedback. As a team leader, your role isn't just to manage; it's to mentor, to mould, and to magnify the strengths of your team members.

Dive into a module crafted for the hands-on leader – one who's in the trenches with their team, reviewing sales calls, pinpointing areas of improvement, and celebrating every win. Explore the intricacies of active listening, understanding the nuances of sales conversations, and providing actionable feedback to steer your team towards excellence.

With focused workshops, real-time call assessments, and strategies for effective feedback, you'll be equipped to navigate the challenges of daily coaching. Elevate your skills to inspire confidence, foster growth, and drive performance, ensuring that every member of your team is primed to thrive in the sales arena. Step up as the leader who empowers, guides, and ignites passion, transforming each sales call into a beacon of potential realised.





Tailor & bespoke programmes for your organisation

There's no denying that a bespoke development programme, focused around your own products, services, industry and market is likely to reap the greatest benefits. A programme that uses your language and is precisely aligned to your organisation is going to yield the most valuable information for you and your team to work with and take action on.

It's essential that you get the most out of any sales development and enablement programmes. We can tailor and bespoke these, or any other of our programmes, for a wider rollout across your team or organisation. Please do not hesitate to contact our customer success team to discuss your requirement in more detail.

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Why Salecology?

Salecology are the world's leading sales behaviour psychologists. We transform your team from the inside out. The Salecology methodology is the brain and applied behavioural science of building connections with your customers and influencing them to say YES, resulting in more sales.

At Salecology we offer a range of high impact services to help you and your company move from good to great. We have specialist expertise to help enhance and develop your organisation from individual sales improvement solutions to complete sales transformation. Our goal is to drive significant, sustainable impact

that will accelerate your business and deliver top line revenue growth. We have an unbeaten track record in giving companies the edge they need to succeed.

Our clients rely on the Salecology to keep their sales forces at the peak of their game, and we've helped them to achieve double-digit growth throughout one of the toughest trading periods in history. No organisation can afford to stand still in today's constantly evolving business environment. So we don't. At Salecology we make it our business to keep up with the world's most innovative and successful approaches to selling – and to translate them into solutions that deliver direct top line growth for your business.

Testimonials

"Salecology's ability to really understand the key business challenges we face, together with their engaging learning style, have made an enormous positive impact with real tangible results in sales growth."

Hillary Harris

Chief Talent Officer
Reed Business Information

"Working with Salecology was a breath of fresh air. They took time to understand our business and our needs and developed a custom-designed training programme which we rolled out across the business with great success"

Gavin Cummy

Director of Sales Operations & Customer Service
LexisNexis

"Through deploying the Salecology programme, we successfully transformed our core New Business inside sales team by providing them with additional capabilities to engage with their prospects at greater levels. As a result our New Business performance, within this team alone, has increased by 277%."

Steve Nicholson

Group Sales Director
XpertHR

My team loved it and thought it was the best training/ skills improvement session we have ever done and 6 months on I still hear the team strategizing on how to use different skills they learned during that week.

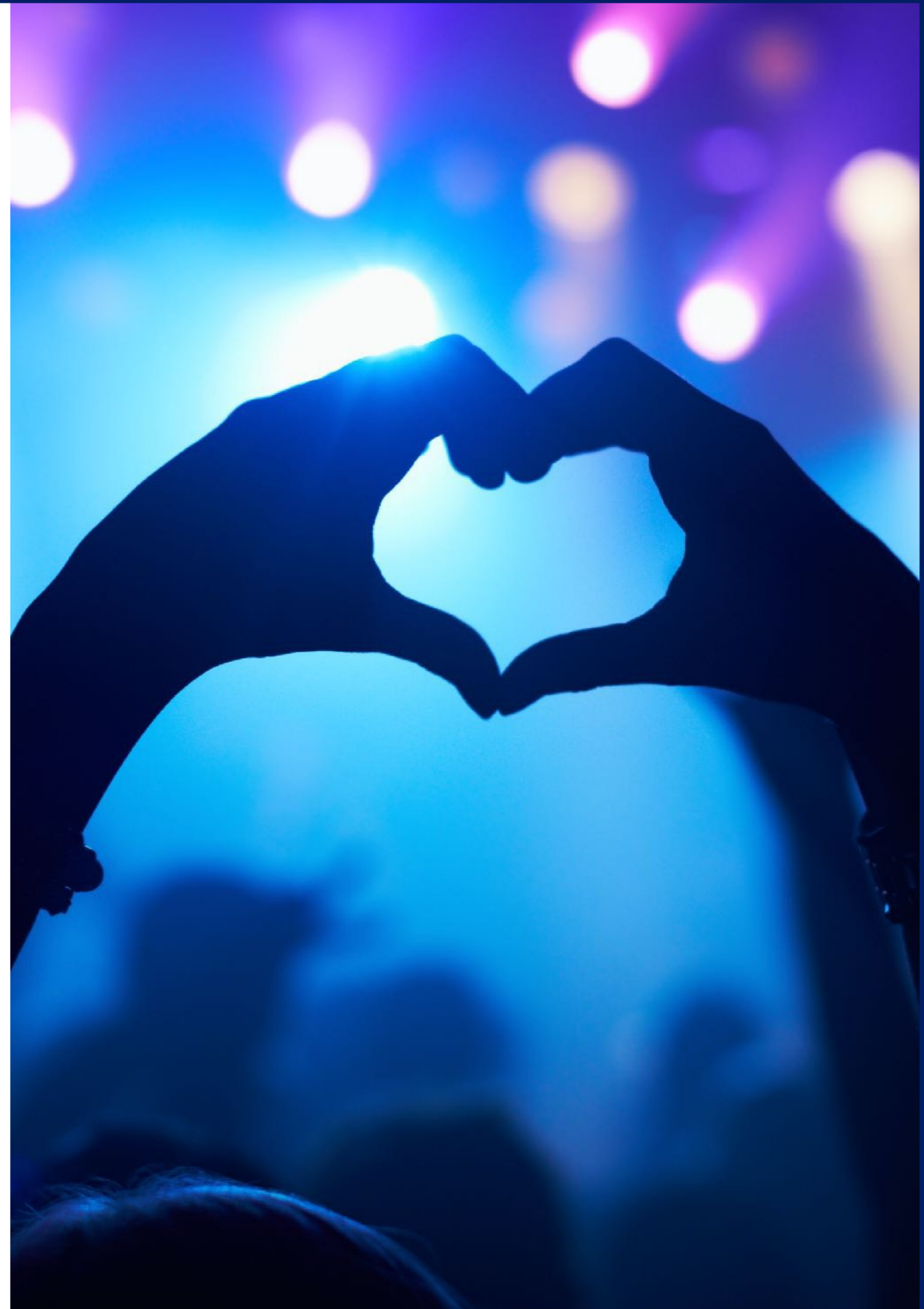
Merlin Piscitelli

Chief Revenue Officer
Merrill Corporation

"Salecology know how to turn good sales people into great sales people... resulting in a deeper understanding of customer needs."

Dan Barnard

Global Vice President of Sales
ICIS



We have delivered over \$2bn of value to our clients

KROLL

 uOttawa

 Infinity

argus

 UNIVERSITY OF WATERLOO

ORACLE

informa

bob

 Datasite®

 wisely.

 Symantec™

 perkbox

Xpert 

GAGGENAU

Nestlé

Travis Perkins

SOLVAY



Sony Centre

B/S/H/



Award-Winning Partner



CorporateLiveWire
GLOBAL AWARDS
2022



Sales Training Provider of the Year



UK ENTERPRISE AWARDS
2022



Best Remote Sales Development &
Consultancy



TOP SALES AWARDS
2021



Best Sales Assessment Tools



UK ENTERPRISE AWARDS
2021



Leader in Sales Force Emotional
Intelligence



PERSONNEL TODAY AWARDS
2021



HR Supplier of the Year



PERSONNEL TODAY AWARDS
2021



Learning & Development Award



EUROPEAN ENTERPRISE AWARDS
2020



Best Sales Coaching & Consultancy



UK ENTERPRISE AWARDS
2020



Best Sales Consultancy

Salecology®

CONSULTING

TRAINING

COACHING

RECRUITING

ASSESSING

Salecology is your partner that applies behavioural and brain science to revenue generation programmes and services to improve your relations with your prospects, customers, donors, and to ensure you earn more revenue.

Our proprietary 'Salecology' provides you behavioural insights for your daily work with a focus on data-driven sales, customer / donor experience, marketing, communications, talent management and recruitment.

Not only do we provide consulting services, we also provide you training services and develop customised packages to get your team up and running in the behavioural psychology, neuro-sales, and neuro-fundraising methodology.



Salecology can guarantee you sustainable long-term success...

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