



SALES LEADERSHIP DEVELOPMENT PROGRAM

THE CHALLENGE

Many companies are struggling in today's tough economy. You absolutely need to continue to grow revenue or at least prevent it from going backwards. Most CEOs and owners are trying to come up with new ways to generate this revenue.

*What is the best way to do this?
Focus on your Sales Leaders!*

THE ANSWER

If you look at the top sales organizations in the country, there is one common thread. They have effective sales management teams in place that implement and execute best practices. They hire and retain the best talent, implement and reinforce a formal sales process, measure behaviors and activities that lead to sales (not just sales themselves) and constantly coach skills and behaviors, not just deals.

*What is the best way to get on track quickly?
Make an investment in your Sales Leaders!*

THE PROCESS

Pivotal Advisors' Sales Leadership Development Program offers two series that both offer a combination of education, implementation and expert coaching. The **Pivotal Sales Leadership Series** and the **Advanced Sales Leadership Series** both include:

- Monthly sessions covering topics proven to lead to sales success
- Assessments that help the Sales Leader evaluate themselves and their team
- Individual coaching between each session to support and reinforce new processes and behaviors
- Tools that the Sales Leader can easily implement and execute
- A final review with the Sales Leader and their Manager to review progress and next steps

THE REWARDS

Sales Leaders that implement systems and actively coach their team outperform their peers consistently producing. Our clients have seen results such as:

- 17% higher revenue
- 22% more reps on plan
- 9% higher gross margin
- 41% less voluntary turnover
- 24% decrease in time to proficiency

THE ATTENDEES

Pivotal Sales Leadership Series

Sales Leaders that:

- Manage one or more sales professionals
- Have full hiring and firing authority
- Are new to their position
- Are experienced Sales Leaders wanting to take their own skills to the next level

Advanced Sales Leadership Series

Experienced Sales Leaders that:

- Have been through the Pivotal Sales Leadership Series (or equivalent)
- Look to achieve best practice(s)
- Have input into strategy and team structure
- Want to learn from other leaders
- Manage other Sales Leaders

Making an investment in Sales Leaders has proven to be less expensive and provides more lasting results than any other alternative. If you're looking to get the most from your sales teams,

TAKE ACTION by SIGNING UP NOW!



PIVOTAL SALES LEADERSHIP SERIES

The *Pivotal Sales Leadership Series* is designed as a six month program rather than a training event. Most development companies promote workshops, seminars or 1-3 days of training. **No sales leader is going to become more effective by attending a few days of training alone.** They may get some new ideas that they can take away and use with their team, but like most sales training, the concepts are quickly forgotten.

To truly develop a **Pivotal Sales Leader**, they need fundamental knowledge, continual coaching, the ability to apply concepts with their teams and someone to support them as they implement change.

Classes are held on the third Friday of six consecutive months.

2009 Dates

<u>2009 Dates</u>	<u>Session</u>	<u>Learning Topics</u>	<u>Tools</u>	
April 17	Sales Leadership Do's, Don'ts and Priorities	<ul style="list-style-type: none"> • What's the job all about? (building good sellers) • How are you measured? • <i>What</i> do you actually do and <i>how</i> should you do it? • Evaluation of your sales team 	<ul style="list-style-type: none"> • The <i>do's</i> and <i>don'ts</i> of sales leadership • What are the key systems? • Understanding your priority management issues • Planning for emergencies 	<ul style="list-style-type: none"> • Sales Leader Scorecard • Team Assessment
May 15	Exploring Your Personal Development	<ul style="list-style-type: none"> • Leadership style • Identifying your strengths and weaknesses 	<ul style="list-style-type: none"> • Understanding motivational drivers • Creating your personal development plan 	<ul style="list-style-type: none"> • Assessment • Personal Development Plan
June 19	Developing, Motivating and Retaining Sales Talent	<ul style="list-style-type: none"> • Recruiting and hiring • Onboarding and training • Ongoing evaluation • Retention • Motivating your team 	<ul style="list-style-type: none"> • Aligning compensation • ABCs of engagement • Managing non-sales team members 	<ul style="list-style-type: none"> • Job Profiles • Interview Guides • Onboarding Checklists
July 17	Optimizing Your Sales Process	<ul style="list-style-type: none"> • Definition and importance of a sales process • Making it yours (customizing) • Managing the process as S.O.P. 	<ul style="list-style-type: none"> • Managing the pipeline • Defining key measures • Using technology 	<ul style="list-style-type: none"> • Sales Process • Rep Scorecard
August 21	Effective Coaching	<ul style="list-style-type: none"> • Definition and types of coaching • Coaching process • Coaching frequency 	<ul style="list-style-type: none"> • Practice • Using technology • Dealing with poor performance 	<ul style="list-style-type: none"> • Optimizer • Performance Coaching Checklist
September 18	Communicating Up, Down and Around	<ul style="list-style-type: none"> • Sales Leader system • One-on-one meetings • Team meetings • Annual meetings • Pipeline/forecast reviews 	<ul style="list-style-type: none"> • Reporting (in and up) • Performance reviews • Aligning with other departments 	<ul style="list-style-type: none"> • Sample Agendas and Objectives



ADVANCED SALES LEADERSHIP SERIES

The Advanced Sales Leadership Series is designed to further optimize your team's performance. ***With the fundamentals in place, Sales Leaders can now explore the more strategic aspects of their positions.***

During this program, leaders will work with other experienced leaders on how to drive their organizations to new standards. Together we will explore alternative sales force structures, productivity analysis, managing the cost of sales, and effective motivational strategies.

To truly develop **Advanced Sales Leaders**, they need the ability to apply advanced concepts with their teams, while receiving support as they implement change.

Classes are held on the third Friday of three consecutive months.

2009 Dates

Session

Learning Topics

Tools

October 16

Reward and Recognition Systems

- Incentive compensation
- Non-comp rewards
- Managing of rewards
- Creating career development
- Aligning with other departments

- Sample Compensation Plans
- Sample Sales Career Paths

November 20

Sales Strategy and Sales Team Structure

- Assigning territories
- Sizing and structure
- Channels
- Target marketing
- Messaging
- Value propositions
- Aligning with other departments

- Sales Business Plan

December 18

Finance for Sales Leaders

- Budgeting
- Revenue planning
- Cost ratios
- Margins and discounting
- Evaluating the cost of sales

- Sales Budget Models
- Scorecards

Developing Sales Leaders into **Pivotal Sales Leaders** can pay huge dividends.

Investing in those people that hire, motivate and drive behavior is the fastest way to improve results!





THE SCHEDULE

Pivotal Sales Leadership Series

- One class per month from April through September 2009
- 8:30 am – 4:30 pm

Advanced Sales Leadership Series

- One class per month from October through December 2009
- 8:30 am – 4:30 pm

Location

To be determined (based on location of participants). Most likely will be downtown Minneapolis or within 15 minutes of downtown in a suburb.

THE FACILITATORS



Mike Braun



Gary Braun

Mike is a speaker and author who recently co-founded Pivotal Advisors to provide Sales Leaders the knowledge, tools and support they need to succeed. His experience includes:

Consultant/Facilitator

- For the past seven years, Mike was an owner and managing partner with Organizational Concepts International, a human capital consulting firm.
- Provided expertise, coaching and support to sales organizations such as G&K Services, Thrivent Financial for Lutherans, Land O'Lakes and McGraw Hill – allowing each of them to quickly improve their results from 7% - 32%.

Sales Management

- 15 years with National Computer Systems (acquired by Pearson plc in 2000), eventually becoming Vice President of Sales & Marketing, leading inside, outside and channel teams.
- Implemented CRM technology, sales processes, training and new incentive plans that resulted in several years of improved sales performance as NCS (Pearson) grew from \$500 million to nearly \$1 billion.
- 25 years of selling products, services, conceptual solutions and enterprise applications.

Education

- He was educated at The Wharton School of the University of Pennsylvania and the University of St. Thomas in Minnesota.

Gary is co-founder of Pivotal Advisors, working with small-to-mid-sized companies helping them define their sales strategy, assisting in recruiting efforts, and providing consulting with their online sales strategies. His experience includes:

Sales and Sales Management

- 11 years at Digital River (NASDAQ: DRIV), most recently as Vice President of North American Sales as the company grew from a start-up to \$400 million.
- Led sales engagements with companies including Microsoft, Symantec, Electronic Arts and VMWare.
- Sold server and storage hardware and software into Fortune 1000 companies including Harris Corporation, Kimberly Clark, Navistar and Lockheed for a MN-based reseller.
- Sold and managed the West Coast sales region for LaserMaster, a high-end desktop publishing manufacturer, selling printers to small and large-sized companies and resellers.

In addition to the primary facilitators, subject matter experts are often used to supplement the sessions.

THE INVESTMENT

Pivotal Sales Leadership Series

- \$4,885 per participant

Advanced Sales Leadership Series

- \$2,995 per participant

Discounts are available for attending both series and for multiple participants from the same company. Participants commit to the entire series. *No refunds will be given. Make-up sessions are available for a fee.*

SIGN-UP TODAY!

CLASSES ARE LIMITED TO THE FIRST 15 PARTICIPANTS, SO SIGN-UP TODAY!

Call Corky at 952-226-3378 or go to www.pivotaladvisors.com/open.htm to register.