



We're joining forces to create the Twin Cities'

## SALES LEADERSHIP FORUM

### **Today's sales leaders face a difficult task.**

The economy is challenging, customers are cutting back, there is less money to invest, and still the CEO is demanding growth. Every day new technologies, social networks, internal changes, and new competitors make it almost impossible to keep up.

At the same time, reps are concerned about their earnings, they won't adopt the CRM system, the big deal is in trouble, and the company wants you to reduce costs by adjusting the compensation plan.

### **The Good News – You're Not Alone**

Leaders before you have faced many of these same challenges and you can ask them what they have learned. In today's economy we believe it's more important than ever to understand what ideas are working and how best to implement them.

### **Learn from Your Peers**

We're seeking Sales VPs, Directors, and Managers that want to share their experiences and learn how to best manage these situations and more. We're looking for lifelong learners who know they need to acquire new knowledge and skills or they won't survive.

### **Take Advantage of This Unique Opportunity**

The Sales Leadership Forum provides a unique venue to learn from others facing similar challenges. We will provide the tools and knowledge necessary to navigate these obstacles and the confidence to capitalize on every opportunity. We want sales leaders to be so proficient at building successful teams that they can replicate it throughout their company.

**SIGN-UP TODAY!**

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

Call Gary at 952-226-3385 or go to [www.pivotaladvisors.com/forum.html](http://www.pivotaladvisors.com/forum.html) to sign up.

We know from experience that sales leaders at all levels can feel like they're on an island. Few in the company can relate to their job, confidential networks don't exist, and the day to day requirements leave little time for self development. *So how does the Sales Leadership Forum give you the edge that helps you improve results and outperform the competition?*



#### Group Sessions

We bring together successful sales leaders from diverse, noncompeting organizations. Each month we solve problems and form action plans in a confidential environment. Each meeting is facilitated by a Pivotal Advisors sales leadership professional. In essence, the group becomes your personal sales leadership advisory board to help you with challenges and hold you accountable to do something about them.

#### Expert Speakers

During our monthly sessions, we will periodically bring in expert speakers on key topics such as compensation, hiring, sales process, and strategy. These professionals bring fresh perspectives and broader insight than we typically get in our own companies. New ideas combined with the group's experience can inspire break-through solutions.

#### One-on-One Executive Coaching

In addition to your work with the group, you will receive individual, personalized support from a sales leadership professional. These experts will work closely with you on how to adapt what you learn and how to effectively roll them out to your team. They provide advice, counsel, and insight on the specific leadership challenges you face.

#### Network of Professionals and Resources

As an active member of the Sales Leadership Forum, we broaden your network beyond the group by providing an annual membership to **The Sales Management Association** ([www.salesmanagement.org](http://www.salesmanagement.org)). The Sales Management Association is a global, cross-industry association serving sales leadership and sales force support professionals. They provide on-line resources, practical tips, tools, webinars, training, career development, and professional networking opportunities.

#### Special Events

Beyond the regular meetings, we often have annual special events where we address a hot topic, invite a special guest, and have some fun, all while creating even more learning opportunities. Your membership gains you discounted admission to these events.

## WHO SHOULD JOIN?

We are looking for active, practicing sales leaders who manage sales people in B-to-B sales organizations. These can be inside, outside, or channel teams from any industry. Ideal members are those individuals looking to improve their own skill as a leader and willing to implement the ideas they learn. We're hoping to create a diverse group with a broad set of experiences and ideas.

However, the expectation is to implement changes and improve results. We will establish a baseline for each new member and track your progress against a number of key metrics. This group will be about learning, doing, and affecting results.

## Better Results

This is what the program is all about. Research has proven that the best sales leaders outperform their peers in several categories:

### Revenue

**UP 17%**

*Revenue is the most commonly measured sales metric, however it does not tell the whole story.*

### Reps on Plan

**UP 22%**

*The most significant indicator of a Pivotal Sales Leader is the number of Reps that are achieving (and exceeding) plan.*

### Gross Margin

**UP 9%**

*Selling at increased margins will improve the bottom line as well as directly impact revenue numbers.*

***By accelerating your learning, sharing successes and challenges, and moving on to the next issue, your numbers will go up, your confidence will increase, and your team will feel the difference.***

## Improved Decision Making

By using a professional network to create alternatives and share experiences, you will minimize your risks, avoid the mistakes others have made, and implement solutions that will succeed when the stakes are highest.



## Gain Control Over Your Time

Leaders we've worked with have claimed they went from long weeks of frantically dealing with one thing after another to a more controlled and proactive sales environment. Don't get us wrong, this will remain a busy job that requires a great deal of commitment. The difference is proactively making things happen rather than always reacting to whatever comes your way.



## Lead vs. Do

One of the biggest transitions a leader makes is to stop doing everything and start leading others to do it. Past clients tell us their job changed significantly when they stopped trying to get involved with every opportunity and attend every meeting. We'll help you move from a player-coach to someone that develops people and creates systems and processes that allow the entire sales organization to grow.



## Annual Membership to the Sales Leadership Forum

\$5,995 per participant and includes all the benefits listed on previous pages

### CLASSES ARE LIMITED TO THE FIRST 15 PARTICIPANTS

To sign up, call Gary at 952-226-3385 or  
go to [www.pivotaladvisors.com/forum.html](http://www.pivotaladvisors.com/forum.html)



**Pivotal Advisors, LLC** is a national sales improvement firm dedicated to helping CEOs, owners, sales leaders and those people responsible for driving sales performance. We help leaders hire the right people, surround them with disciplined systems and processes, and implement them through strong sales leadership.

At Pivotal Advisors we feel strongly that each organization needs to customize a series of “Sales Success Factors” unique to them and implement them through those Pivotal Sales Leaders responsible for structuring, hiring, managing, and motivating your valuable sales resources.

Simply put, Pivotal Advisors moves leaders from player-coaches to disciplined leaders that develop systems, processes, and people that sell more, profitably, predictably, and effectively.



**The Sales Management Association** is a global, cross-industry association serving sales leadership and sales force support professionals.

Our membership is comprised of:

- Senior-most sales leaders
- Sales managers, supervisors, and sales team leaders
- Sales operations and sales force support professionals, including sales training, sales performance reporting, and sales technology functions
- Human resources professionals involved with sales force recruiting, assessment, selection, development, and compensation
- General management responsible for the sales force
- Academics and thought-leaders active in the sales organization effectiveness field

The Sales Management Association provides on-line resources, tools, training, career development, and professional networking opportunities for its membership. The Sales Management Association is committed to peer-driven content development squarely focused on the needs of membership. Our leadership and board are made up of practicing professionals and academics.