VISUALIZE™

Sales Leadership

Workshop Overview

Managers are systematically asked to increase performance of their teams. They typically do this by removing barriers and giving guidance. All too often in sales, this becomes more focused on managing to the plan. Managers are rarely given guidance on how to effectively direct their people—they manage the way that they like to be managed. This management philosophy will work for some, but not for all, as individuals have different skills and traits which affect their ability to perform any given task. Moreover, different tasks require different levels of guidance or involvement from the manager. If managers apply too much guidance and involvement to an individual, they can be seen as the "task master" or conversely, a "laissez-faire" manager. Worse yet, different team members require different levels of involvement based on the task at hand, and managers very rarely understand when or how to apply guidance.

This Sales Leadership course will provide managers a base from which to assess the personality and needs of their team. It provides the attendee an understanding of the type of individual they are managing, and how to tailor guidance and instruction to that individual. It also provides the insights to decipher what level of instruction will be required based on the task of the representative, and how to recognize just how much guidance and instruction should be applied.

Sales Leadership consists of several modules, and will be tailored to the client's specific time allotment and challenges:

- Personality – A general overview of personality styles, as well as identification of the attendees style
- Guidance and Instruction – What is it and how much should be applied based on their team's requirements
- Tasks and Ability – Building an assessment tool to get insights on the representatives' ability for a given task, which will require varying levels of instruction
- Traits vs. Skills – Uncovering the differences and how to leverage strengths/weaknesses of each team member
- Motivation and Cultivation – Giving the manager the tools to understand each person's specific motivation and how to cultivate that motivation effectively
- Applications – Providing real-world opportunities for practical application of the various modules

Who should attend:

- Sales Managers, Technical Managers, Senior-level Executives

How you'll benefit:

- Managers will be better equipped to manage personalities which are different from their own
- Managers will have clarity on why certain individuals require more (or less) instruction, and the positive impact of applying the appropriate level of guidance and instruction. Conversely, they will also understand why they may have been struggling to connect with certain team members
- Their direct reports will appreciate the manager's "new" personality as it will be more aligned with what they need for any given circumstance

Visualize for ValueSelling | Copyright ©2007-2025 by ValueSelling Associates, Inc. | Creators of the ValueSelling Framework®