

SANDLER®

Sales Leadership Growth Series

Great Teams Start with Great Managers



Grow Your **Business**, Grow Your **Team**, Grow **Yourself**

Management and leadership development is one of the most impactful investments organizations can make. Effective leaders can provide a big upside, while ineffective leaders can lead to stalled or lost deals, staff turnover, and missed revenue goals.

Successful managers must be able to effectively:

- Support corporate initiatives through the accomplishment of department goals.
- Channel their people's efforts in the appropriate direction in order to accomplish those goals.
- Acquire specialized knowledge and skills to manage people and help achieve predictable results.

Effective leaders must build on managerial skills:

- For understanding human nature, and why people act the way that they do.
- To observe and analyze their people's behavior in order to respond in an objective, supportive, and constructive manner.
- That encourage, enable, and recognize individual and team successes and outstanding performances.

The program includes workshops and a subscription to Sandler Online.

**Did
You
Know?**

- 67.5% of sales leaders don't have experience leading remote teams.*
- 40% of sales leaders lack the skills or training needed to coach their teams.*

*Leading from the Front in Challenging Times, Sandler Research Center, 2021

Sandler by The Ruby Group

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2024 Topic Descriptions:

Coach to Success – Instructor Led Training | January 2024

Coach to Success will support you in your development as a sales leader within the area that is, potentially, the single highest-impact element of your role: sales coaching.

Successful coaching takes time, preparation, and practice to be effective. The Coach to Success course will provide you with an awareness of what it takes to have successful coaching conversations and a model that you can follow and customize to the individual needs of the salesperson and coaching situation.

Using a proven approach, you will prepare for and deliver effective coaching conversations that provide improved sales performance and results.

Coach to Success—Coach Clinic | February 2024

Get your feet wet in the four-step Coach to Success model. Explore how to apply it by leveraging techniques like the coaching contract and Sandler's questioning strategies. This 90-minute session will refresh participants' knowledge of the Coach to Success content and provide an opportunity to practice and apply the skills with their sales teams. During the clinic, sales leaders will work with peers to practice the coaching conversations and discuss how to overcome common challenges.

Building an Operating Framework – Instructor Led Training | March 2024

As a sales leader, have you considered your operating rhythm and its impact in driving to meet your success measures? Do you know the core disciplines of your role? Are your daily activities prioritized and aligned with the core disciplines? How do you stay focused amid the many distractions of your role? With so many areas of responsibility an operating system and structure around how you manage your business is important to drive results.

Building an Operating Framework offers you a step-by-step approach for exploring your success measures to identify the core disciplines of your role and the top, recurring activities you and others must carry out to achieve successful outcomes. Once these activities are communicated and set in your calendar, your framework will create rhythm to help you stay focused and drive results.

≡ Building an Operating Framework – Coach Clinic | April 2024

Work through a step-by-step approach for exploring your success measures to identify the core disciplines of your role and the top, recurring activities you and others must carry out to achieve successful outcomes. Make a plan to get these activities communicated and set in your calendar to create an operating rhythm that will help you to stay focused and drive results.

≡ Strategic Coaching – Instructor Led Training | May 2024

Strategic Coaching will support your development as a sales leader as you conduct coaching conversations with your salespeople designed to help them think ahead and plan for success. This requires a full understanding of a salesperson's personal and professional goals, motivations, and current performance to identify where the salesperson can benefit from strategic coaching.

Your role is to support the salesperson in creating a clear vision, mission, strategies and goals for success in a specific area of their business. The foundational concepts and proven approach in Strategic Coaching will prepare you for effective strategic conversations that will work seamlessly with the Coach to Success tactical conversations to achieve sales results.

≡ Strategic Coaching – Coach Clinic | June 2024

Conduct coaching conversations focused on a strategic opportunity resulting in a defined vision, strategies, and goals to enhance sales proficiency. During this coach clinic, sales leaders will have the opportunity to practice strategic coaching as a large group and then work with peers to provide background on their own situation and practice the coaching conversation.

≡ Navigating Candidate Identification and Interviewing – Instructor Led Training | July 2024

As sales leaders, not only do we compete for clients but also for the best talent for our teams. Therefore, it is critical to approach the process for candidate identification with a selling mindset.

This module introduces the Hiring PIPELINE as a proactive approach to identifying ideal candidates for your dynamic sales roles. We will explore a framework that will help you prepare for candidate identification and ensure you know who you are looking for. Behavioral interviewing, questioning strategies, and a thorough interview process will allow you to know when you have found the right person for the role.

≡ Navigating Candidate Identification and Interviewing – Coach Clinic August 2024

Establish a proactive approach for identifying ideal candidates for dynamic sales roles through strategic approaches. We will be diving into the research model, customizing interview questions, and practicing behavioral interviewing.

≡ Securing the Best Candidate – Instructor Led Training | September 2024

As sales leaders not only do we compete for clients but also for the best talent for our teams. Therefore, it is critical to approach the hiring process with the selling mindset. To do this, we need to first understand the goals of the organization as we create an ideal candidate profile for our roles. Through the process of investigating each job candidate, we gather a solid body of evidence on which to base our hiring decision. In this course we will identify the criteria that should be considered when assessing a job candidate and understand the role that bias can play, even in the face of the evidence before us. We will explore the Job Candidate Scorecard, a tool that will help mitigate bias by providing consistency as well as a focus on the most important criteria to consider when negotiating to secure the best candidate and making a final offer.

≡ Securing the Best Candidate – Coach Clinic | October 2024

Master the art of making successful hiring decisions, significantly reducing turnover rates through comprehensive evaluation strategies. This Coach Clinic contains A Case for Hiring activity allowing participants to apply the Hiring Decision Criteria triangle using the Job Candidate Scorecard tool. Practice the process of making an offer while using the Concession Worksheet tool.

≡ Onboarding for Productivity and Retention – Instructor Led Training November. 2024

An onboarding process should be strategically planned, provide a strong foundation for your relationship with the new hire, increase confidence in the decision, ensure ongoing engagement, and drive productivity. Many onboarding programs start strong with orientation and high engagement from the sales leader. Without a process and solid plan to guide the first few months, often the new hire is left to navigate their path to productivity without the vital training, support, and coaching needed to ensure success.

This course will focus in two key areas: Mapping an Onboarding Plan and Guiding an Onboarding Process

≡ Onboarding for Productivity and Retention – Coach Clinic | December 2024

Refresh your knowledge of the Onboarding content. You'll have the opportunity to review and revise the onboarding plan you created in the previous course (using the MAPS worksheet) and begin populating the onboarding template.

≡ Coaching Client Meetings – Instructor Led Training | January 2025

Sales leaders have an opportunity to drive strong, consistent sales behaviors, attitudes, and techniques by engaging during the client meeting process. This means pre-call planning meetings, joining client meetings, and conducting debrief coaching conversations. While we always have our eye on winning a pursuit, coaching client meetings is about developing the behaviors, attitudes, and techniques of your sales team to improve sales performance.

Coaching client meetings takes time and can come with many challenges. In this session, we leverage the challenges that sales leaders face, combined with Sandler® Sales Leadership expertise to provide leaders with the process, strategy, and skills to drive client meeting results with their sales teams.

≡ Coaching Client Meetings – Coach Clinic | February 2025

Refresh your knowledge of the Coaching Client Meetings content. Practice and apply the skills with your sales team. During the clinic, work with peers to review pre-call plans and practice debriefing client meetings.

≡ Coaching Deal Advancement – Instructor Led Training | March 2025

As sellers move through the sales process, leaders have an opportunity to assist with deal advancement. Leaders can do this with coaching that allows the seller to explore their accounts at a deeper level, expand their viewpoint, and prepare for risks. This module explores three variables where sellers encounter the biggest challenges during the sales process: Influence, Solution, and Investment. By diving deeper into these variables, leaders will leave with a more strategic approach and specific next steps to achieve sales results.

≡ Coaching Deal Advancement – Coach Clinic | April 2025

Review common seller challenges during the sales process. Learn the art of supporting deal advancement by exploring seller accounts at a deeper level to identify risks and actions to advance the deal. Practice this strategic approach and specific steps to achieve sales results.

Coaching Pipeline Optimization – Instructor Led Training | May 2025

As sellers manage their many opportunities and client needs, issues may occur in the pipeline that will impact the viability of deal advancement and achieving sales goals. As a sales leader, you can provide support in this area to identify issues and areas for improvement.

This module explores Four Factors for analyzing pipeline hygiene and the data you can review to assess pipeline health. Leaders will explore coaching questions to further assess pipeline health and possible actions that sellers can take to improve the health of their pipeline. As sellers act to prospect, prune, and progress opportunities, they create a healthy pipeline that generates revenue and allows you to effectively view progress toward goals, allocate resources, and forecast future results.

Coaching Pipeline Optimization – Coach Clinic | June 2025

Refresh your knowledge of the Coaching Pipeline Optimization content. Practice and apply these skills with your sales teams. Review your pipeline hygiene analysis with peers and plan for and practice the pipeline strategy session.

**If you want better results and better sales teams,
invest in better leaders.**

Contact us to get started.

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