

Sales Leader Development

FOR SALES PROFESSIONALS



While we customize our content to best address the client situation, we typically address the following topics:

- **Building rapport, creating value and alignment with your clients and prospects**
- **Understanding of fundamental human concerns and attuning to the peculiarities of a local situation**
- **Conducting transformative conversations beyond the sales mechanics that leave prospects enlivened and ready to enter transactional agreements**
- **Building self-esteem, emotional fortitude, and enduring resilience**
- **Leading a high performing and accountable sales team**

The structure of this program can be **flexible**, spanning from a two-day introductory course to a multiple session deep dive into all listed concepts **over 3-6 months with coaching support**.

Sales is a fundamental concern for every organization. Sales conversations, however, often produce automatic negative moods of skepticism and distrust. While some professionals love the art of selling, others must deal with a subtle resistance to “sell,” even when they believe in the product or service.

Most sales courses provide much needed foundational training on models incorporating conversion ratios, tips and techniques for persuasion, managing a book of business, frequency of calls, customer analysis software, and more. While important and foundational, these courses can stop short of the heart and soul of a sales professional.

In this program, we provide a new narrative for the sales professional, develop the capacity to conduct “transformative” sales, and manage and empower their sales team. The Sales Leader Development program works well as a pairing to follow an organization’s in house technical courses.



For more information contact support@grangernetwork.com