

Sales and Leadership Development Training Topics



As the economy starts to recover, sellers are changing the way they sell. To drive success during this period of unprecedented instability – a global pandemic, the growing social justice movement, a supply chain crisis, and inflation our approach as leaders and sellers must also change. Become prepared to withstand anything—even the challenging headwinds on the horizon.

The key to success in this new sales environment is the ability of sales professionals to empathetically connect with their customers and use the insights gained from these connections to collaborate with clients and tailor solutions to fit their specific needs.

<p style="text-align: center;">Financial Fluency <i>Move wider and higher up your client’s organization</i></p> <ul style="list-style-type: none"> – Learn while doing actual research for current clients. – Discover how financial results drive strategy. – Learn rapid research techniques. – Link what you sell to what clients buy. – Parse financial statements to find connections between client’s pain and your product. – Employ corporate finance as a sales tool. – Build concrete financial skills needed to sell into the C-suite and to move into or master enterprise sales. – Develop financial fluency to find hidden and unique new business opportunities 	<p style="text-align: center;">Versatility and Social Selling™ <i>Connect with people in a way that you have never connected before</i></p> <ul style="list-style-type: none"> – Learn the simple and effective frameworks to gain the key insights you need to sell anything to anyone and manage even the most demanding clients. – Increase versatility, the single most powerful skill you can learn in the client relationship space. – Become more effective saleswomen and sales leaders. – Develop better relationships with customers and team members. – Increase levels of support and respect
<p style="text-align: center;">Post-Pandemic Sales Strategies <i>For remote selling and connecting with clients</i></p> <ul style="list-style-type: none"> – See what’s in the CARDS as we get ready for 2023 and beyond. – Leverage empathy to create authentic connections, strengthen client relationships and drive sales success. – Learn the keys to success in this new sales environment – Reimagine, reinvent, and recommit to focusing on connecting with clients and customers 	<p style="text-align: center;">Selling into the “C Suite” <i>Increase your confidence so you can have C-level conversations</i></p> <ul style="list-style-type: none"> – Understand the executive mindset. – Increase the speed and size of deals by moving up and across your client’s organization. – Develop social relationships and share insights for sales optimization. – Build confidence, knowledge, and skills to develop strong transformative partnerships with your clients
<p style="text-align: center;">Empathic Listening <i>Develop a more attuned ear</i></p> <ul style="list-style-type: none"> – Gain insight that occurs in the space between words – Refine your ear and become more closely attuned to your client’s and team’s priorities and pain points. – Discover the inner state of stillness and an outer stance of being fully present. – Harness authentic empathy and powerful questions to better understand client’s needs. – Develop the ability to hear what’s not being said. – Learn techniques to dramatically accelerate your productivity 	<p style="text-align: center;">SAFE Conversations <i>Break the silence & share your voice during these times</i></p> <ul style="list-style-type: none"> – Build team trust and compassion. – Learn how to create a SAFE space with the four pillars of critical DE&I conversations every leader needs to connect on challenging topics successfully. – Guide your team through the four pillars of SAFE Conversations. – Have an authentic understanding of what SAFE Conversations look like in practice – – Clearly articulate the significance and importance of SAFE Conversations and why silence is not an option.

Sales and Leadership Development Training Topics (Continued)

<p>Get an A+ in Mentoring: <i>Aim higher, dream bigger, and achieve greater career success</i></p> <ul style="list-style-type: none"> - The 5 A's a mentor should be looking for in a mentee (or how to get an A+ as a mentee) - How to find a mentor, sponsor, and advocate you trust and who has a unique outside perspective - 3 tips to establish a mentor during the changing sales landscape and the economy recovery period. - Three types of mentors everyone should have. - The difference between accountability and responsibility - How do you ask a stranger to be a mentor, advocate, or sponsor? - How do you know when you've outgrown your mentor? 	<p>Breaking the Glass Ceiling <i>Frameworks / insight to open doors & break barriers</i></p> <ul style="list-style-type: none"> - Walk away with tactics to “unstuck” your career path. - Design a roadmap and sit at the table of your dreams. - Implement 3 steps to discover your weaknesses and strengthen them to advance your career. - Discover the '4 D' framework and roadmap for navigating corporate promotions. - Discover the 4 areas to elevate your executive presence. - Learn the 3 key strategies to advance your career and your sales. - Unpack ways to identify your uniqueness and leverage your superpowers to elevate your career and exceed targets
<p>Diversity Drives Sales Success <i>Explore tactics to recruit, retain and elevate a diverse salesforce</i></p> <ul style="list-style-type: none"> - Learn tips to shift your sales diversity recruiting strategy and hire the best people. - Takeaway 4 strategies to stop the revolving door. - Discover 3 critical factors that drive revenue growth. - Explore tactics to build a less homogenous workforce, recruit (and retain) diverse sales talent. - Discover strategies to fix a leaky pipeline from which diverse sales leaders are falling out in greater numbers as they progress up the career ladder 	<p>Executive Presence <i>Frameworks/insight to open doors & break barriers</i></p> <ul style="list-style-type: none"> - Implement 3 steps to discover your weaknesses and strengthen them to advance your career. - Learn the 3 key strategies to evaluate your career and your sales. - Discover the 4 areas to elevate your executive presence. - Unpack ways to identify your uniqueness and leverage your superpowers to elevate your career and exceed revenue targets.
<p>Learn To SOAR Above Microaggressions: <i>Recognizing and responding to microaggressions</i></p> <p>Have you ever gotten a paper cut? You know—the deep kind that hurts like hell, but you can’t see it? Yes, that’s what Microaggressions can feel like—death by a thousand paper cuts.</p> <p>Microaggressions are real, the emotions are real, and our response can be real. Let’s explore:</p> <ul style="list-style-type: none"> - When to challenge and when to walk away - The 3 types of Microaggressions - How to respond while maintaining executive presence - Oooops... you realized you have committed a microaggression – now what? - Why it’s crucial to set the standard as a leader. - 4 keys to actively combat microaggressions and create an inclusive culture. 	<p>Building High Performance Sales Teams <i>Leverage the value of your team to drive performance</i></p> <p>With evolving hybrid workplaces as the norm for the foreseeable future, everything we knew about leading sales teams and how to connect with them has changed.</p> <ul style="list-style-type: none"> – Learn three steps to discover weaknesses and strengthen them to achieve mastery. – Ensure clarity of expectations – Implement evaluation of actual performance – Develop and maintain the motivation to sustain and meet expectations. – Provide support within the sales team and for the individual salesperson.