

Leading Sales Teams Effectively



Managers of sales teams are often under pressure to deliver on numbers and may lose track of the other function that they have – to help their team members grow and perform. This course will help your managers avoid the pitfalls of sticking to a one-size-fits-all approach and adopt a contextualized leadership style that will do a more effective job of motivating their sales teams.

Leadership is More Than Just Numbers

The sales function is vital to every organization because it generates revenues and establishes a strong business presence. Leaders of sales teams must help their team members deliver on their goals so that the organization does not lose out on business opportunities. This simulation-based course is aimed at helping leaders in your organization discover the most effective ways for guiding their team members to better outcomes.

Key Takeaways

- Define the responsibilities of the leader of a sales team
- Identify the challenges that come with the responsibility of leading a sales team
- Demonstrate the skills needed to be a successful leader
- Learn to flex leadership styles
- Apply learning and analyze participants' actions in a simulated environment



This simulation is designed to help participants build leadership capabilities by putting them in the role of the manager of a sales team. To succeed, participants are expected to use a variety of leadership styles in response to their team member's needs, as well as tough situations, that emerge within the simulation.

Course Outline

- Role and activities of the leader of a sales team
- Translating team's vision and goals into individual expectations and objectives
- Gauging team members' skill and morale levels
- Identifying individual needs
- Contextualizing leadership based on individual needs
- Simulation Play
- Debrief session

Competencies Covered

- Contextual Leadership
- Enabling Performance
- Ability to Motivate
- Ability to Upskill

Learning Format



ILT
(WORKSHOP)



VILT
(WEB BASED)



SELF-PACED
COURSE