



# MWI MANAGEMENT AND LEADERSHIP ACADEMY

Programs & Curriculum

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Build a high performance team  
by effectively leading,  
coaching, and developing  
greatness in others.





## A R E C E N T S T U D Y S H O W E D

Sales professionals feel that their current organizational sales structure is inadequate. The issues most often cited were too many sales professionals per sales manager and not enough “deal coaching.” Organizations need to assess their structure, develop an appropriate ratio of sales management to field sales reps, develop coaching cadence, and make sure sales managers have the skills to provide both development coaching, as well as deal and presentation coaching.

Our management curriculum focuses on the importance of understanding psychometrics: how everyone is wired and what motivates vs. demotivates team members. We cover the following areas: The Leadership Role, The Management Role, Management Assessment Results, Benchmark Metrics, Recruiting / Retention—Building a High—Performance Team, and Create a Winning Synergy. Learn how to put a proven process in place that will pull greatness out of your people and thrive as an organization.

### WHO SHOULD ATTEND?

- SALES MANAGERS
- VP/DIRECTORS OF SALES
- GENERAL MANAGERS
- OWNERS

### HOW LONG IS THE INITIAL CLASS?

- 2 1/2 DAYS *(In Person)*

### HOW LONG ARE THE MONTHLY COACHING SESSIONS?

- 30 MINUTES — 1 HOUR



Melissa Whitaker International, LLC

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*Melissa has an exceptional ability to engage her class participants by providing both sales and management expertise, augmented with her own shared experiences. I would highly recommend Melissa to any organization wanting to provide exceptional sales and management training to their staff.*

*- Laurie, Digital Imaging Industry*

*After Laurie took our Management & Leadership Academy—she increased her team’s sales by 22% within the first year, and then another 33% the second year.*

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## TOPICS COVERED

### THE LEADERSHIP ROLE

- Discuss the characteristics of great leaders.
- Explore the importance of being a leader instead of a “boss” or a “pal.”
- Learn how to help employees deal with change.

### THE MANAGEMENT ROLE

- Discuss the goals of a Sales Manager.
- Understand key responsibilities of a Manager.
- Discuss the importance of prioritizing time and effective delegation.
- Learn the importance of setting goals.
- Discuss types of Management.
- Explore the differences between being a Leader and a Manager.

### UNDERSTANDING YOUR ASSESSMENT

- Awareness of participants’ Management Style.
- Discuss the priorities that shape the participant.
- Identify what motivates and demotivates the attendee.
- Discuss effective ways to direct and delegate.
- Explore what motivates a Manager’s environment.
- Discuss ways to develop employees.
- Learn how the supervisor sees the participant.

### EFFECTIVE COACHING

- Discuss the attributes of an effective Coach.
- Identify the characteristics of “Ultimate Fighters” employees.
- Explore effective evaluations for Managers, Sales Reps, Overall Company, Sales Departments, Warehouse and Administration.
- Identify “red flag” deficiencies in sales people.
- Create an “Action Plan” for Directing & Delegating Employees.
- Create an “Action Plan” for Creating a Motivating Environment.
- Discuss current strengths and weaknesses as a Coach.



### PLANNING

- Manager’s Longer Term Plan.
- Manager Monthly Travel Recap.
- Weekly/Monthly Consultant (Rep) Activities.
- Reviewing and Managing Branch Sales Logs.
- Reviewing Major Account/Named Account Logs.
- Planning and Coaching Effective Meetings.
- Planning and Preparing Reports to your Supervisor.

### BENCHMARK METRICS

- Discuss the top 6 challenges that sales people are facing and what the solutions to those challenges are.
- Learn the Benchmark Metrics for Sales Managers / VP of Sales.
- Discuss the Benchmark Activities for Sales Consultants on a Team.

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## TOPICS COVERED CONTINUED

### RECRUITING AND RETENTION

- Discuss where to find quality candidates.
- Learn how to differentiate your company.
- Understand the differences between generations.
- Explore frequency of recruiting process.
- Understand an effective interview process.
- Discuss effective interview questions.
- Discuss key items to include in a “Retention Plan.”
- Learn the 7 signs of employee dissatisfaction.

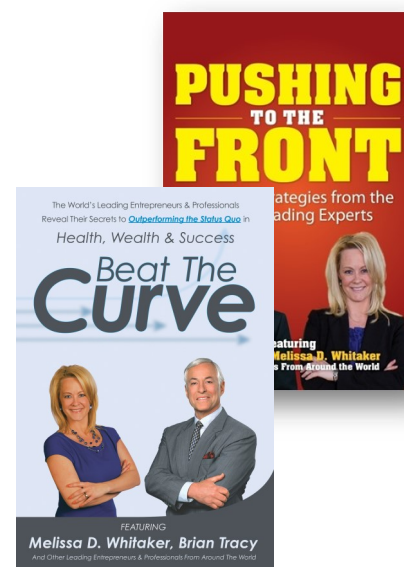
### WINNING SYNERGY

- Discuss the importance of a winning culture.
- Define characteristics of a winning team.
- Explore what having a “winning synergy” can do for you.



### WHAT PARTICIPANTS WILL RECEIVE:

- Management & Leadership Intensive Playbook
- 27 Page Comprehensive Management Assessment Analysis
- Direct Report Decoder
- Strategic Planning & Coaching Field Application Toolkit
- Step by Step Development Guide for Understanding & Managing Direct Reports
- Guide for Effective Conflict Resolution
- Performance Improvement Plan
- Managers Long Term Strategic Planning
- VIDEO Hands on Real Life Implementation of Tools
- Coaching Access to Melissa D. Whitaker
- Copy of Melissa D. Whitaker’s Best Selling book “*Beat the Curve*”





## 12 MONTH PROGRAMS / 6 MONTH PROGRAMS

### WHAT'S INCLUDED:

- In Person 2 1/2 Day Management & Leadership Academy Workshop
- Personalized Management Assessment to each Participant.
- 24/7 Access to the MWI Online Sales University with 24 video modules, File Vault, and Reporting/Tracking.
- Monthly Coaching to celebrate successes, discuss roadblocks and what can move the needle for their team, Accountability, and Mindset.
- Can attend 1 additional Management / Leadership class (workshop) during the program at no additional fee



### In Classroom Experience

### MWI Online Sales University 24/7 Access—12 Months

### Monthly Coaching Forms

