



MWI MANAGEMENT AND LEADERSHIP ACADEMY

This course is designed to impart the necessary skills and best practices to build, motivate and inspire Sales Management towards Sales Team success. Effective Management skills are presented to develop managers into effective leaders and coaches that inspire success in others.





A RECENT STUDY SHOWED

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 developmental 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, Effective Coaching, Planning – Time Management, Benchmark Metrics, Recruiting / Retention – Building a High- Performance Team, and Winning Synergy – The Importance of Culture. 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 OF SALES
- GENERAL MANAGERS
- OWNERS

HOW IS THE CLASS OFFERED?

- IN PERSON
 - OPEN ENROLLMENT
 - CHICAGO, IL OR LAKE GENEVA, WI
- IN PERSON
 - ONSITE
 - 6 OR MORE ATTENDEES

HOW LONG IS THE CLASS?

- IN PERSON:
2.5 DAYS



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.

ASSESSMENT RESULTS

- 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 Fighter” 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.

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

