

**SALES LEADER
BOOTCAMP**

Sales Leaders Bootcamp

Your managers were top reps. **Nobody taught them to lead.**

The Sales Leaders Bootcamp turns your player-coaches into real sales leaders. **10 classes, 90 minutes each**, built on three pillars — **Legendary Leadership, Mastering Your Management Process**, and **Coaching Your People to Success** — plus a final assessment that proves they can run it.

<p>10 Live Classes via Zoom</p>	<p>90 min Per Class + Assignments</p>	<p>3 Core Pillars</p>	<p>Final Assessment Upon Completion</p>
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THE THREE PILLARS · 10 CLASSES

<p>PILLAR 1 · CLASSES 1-2 Legendary Leadership Class 1: Leadership Moments — the 4 Pillars of Legendary Leadership Class 2: Goal Setting & Time Management — the 12-week year</p>	<p>PILLAR 2 · CLASSES 3-6 Mastering Your Management Process Class 3: The Funnel & Driving Activity — CRM & dashboards Class 4: Modeling Greatness — ride days, prep & execution Class 5: Leading the Team — meetings, Top25, production reviews Class 6: Leading the Team — 1:1s and follow-up recaps</p>	<p>PILLAR 3 · CLASSES 7-9 Coaching Your People to Success Class 7: Running a Profitable Team — Win, Loss & Churn Class 8: Building Value — the assessment process & the demo Class 9: The Proposal & Creating Urgency — the 12 components</p>
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CLASS 10 Final Assessment
Your leader presents their sales management playbook and showcases results from their assignments.

BUILT FOR


- Sales Managers
- Sales Directors
- VPs of Sales
- Owners Running Sales

WHAT CHANGES IN YOUR ORG

<p>1:1s that develop reps Coaching conversations that move skill, not status updates.</p>	<p>A forecast you trust Pipeline reviews backed by methodology, not wishful thinking.</p>	<p>Higher-profit deals Your leader coaches value into every proposal the team writes.</p>
<p>Week-over-week growth Your manager moves rep performance forward every single week.</p>	<p>Culture & standards The whole team knows what great looks like — and is held to it.</p>	<p>A leader you can delegate to You stop managing deals yourself and focus on running the business.</p>

<p>30,000+ Salespeople Trained</p>	<p>120 Rep Team Led by Derek</p>	<p>\$100M+ Revenue Division He Built</p>	<p>13x President's Club Award Winner</p>
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BUILT FOR B2B LEADERS IN
Office Technology · Managed Print · Managed IT · Manufacturing · Professional Services



Derek Shebby
Founder, Modern Sales Training

WHAT LEADERS ARE SAYING

From first-time managers to seasoned VPs.



"I attribute a good portion of our FY25 success to the skills that several of our newer reps learned from you. The leadership alignment made all the difference."

Mike Graves — President, Kyocera Document Solutions West



"Our sales team had a record year — record growth in profit, revenue, and customer retention. We broke a 24-year record for new customers."

Brantly Fowler — President & CEO, West Texas Office Tech Solutions



"It provided great insight into how we needed to improve how we communicate with potential clients and our current clients."

Sales Leader — Leadership Graduate



"It helped double our sales in just three months. Derek trained and set up our entire B2B sales system."

Michael G. — Founder / CEO



"Derek helped turn a group of good sellers into GREAT ones. The management process he teaches is second to none."

Sales Executive — Leadership Graduate

✓ Reduced rep turnover

✓ Consistent team performance

✓ Stronger hiring pipeline

✓ Effective coaching habits

PRICING

\$2,995

per attendee

10-week program. Pay in full or split into 2 or 3 payments — whatever works best for your budget.

✓ Private cohorts available

Send your entire management team at the same per-attendee rate, or **run a private company group** — contact to discuss.

THE COMPLETE LEARNING PATH

TIER 1

Sales Bootcamp

Foundation · 12 weeks



TIER 2

Sales Spartan

Advanced · 12 weeks



TIER 3

Sales Leaders

You are here



Derek Shebby

Founder, Modern Sales Training

Derek spent **17 years** as a top sales executive at one of California's largest Xerox mega-dealers, winning the **President's Club Award 13 times** and leading a team of **120 salespeople** that grew from \$40M to over \$100M in revenue. He knows what it takes to build and run a high-performing sales organization.

13x President's Club

120 Reps Managed

\$100M+ Revenue Built

17 Years in the Field



SCAN TO BOOK

Give your managers the playbook they never got.

10 classes. One assessment. A sales leader you can actually delegate to. Book a 30-minute call to discuss fit.

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