



SALES LEADER Classes		Assignments
<b>Preparation for Class</b> Come to the class with these assignments completed.		1.) <a href="#">So you want to be a sales manager (podcast)</a> 2.) <a href="#">I would never give up on my sales rep (article)</a> 3.) <a href="#">Are you onboarding your salesperson incorrectly (article)</a> 4.) Course goals & expectations
<b>LEGENDARY LEADERSHIP</b>		
<b>Class 1 Leadership Moments (90 min)</b> * The 4-Pillars of Legendary Leadership * Leadership moments	<b>Class 1 Assignments (Share with Derek &amp; MGR)</b> 1.) Watch Legendary Leadership (webinar) 2.) Leadership Moment Tracking	<b>Ongoing Actions</b> Leadership Moments (1 per day per rep)  Week 1 - week 8 (ride day assignments)
<b>Class 2: Goal setting &amp; Time Management (90 min)</b> * Goal setting / The 12-week year * Expectations & Time management	<b>Class 2 Assignments (Share with Derek &amp; MGR)</b> 1.) Goal setting (annual, quarterly, monthly, weekly) 2.) Schedule time to share your goals with your boss 3.) Complete the structured day for <i>reps</i> 4.) Complete <i>your</i> structured week	

MASTERING YOUR MANAGEMENT PROCESS		
<b>Class 3: The Funnel &amp; Driving Activity (90 min)</b> * The Funnel - The engine driving the business * CRM & Dashboard usage	<b>Class 3 Assignments (Share with Derek &amp; MGR)</b> 1.) Team Funnel analysis assignment 2.) Find the 56 CRM analysis	<b>Ongoing Actions</b> Leadership Moments (1 per day per rep)  Week 1 - week 8 (ride day assignments)
<b>Class 4: Modeling Greatness (90 min)</b> * The Ride day - Prep, Execution & Scheduling * Setting expectations	<b>Class 4 Assignments (Share with Derek &amp; MGR)</b> 1.) Schedule out ride days for the next month 2.) Send scheduled emails with clear expectations 3.) Complete (2) ride days (with coaching form) 4.) Complete ride day coaching	
<b>Class 5: Leading the Team (90 min)</b> * Team meetings * Reviews (Top25, Production, Other) * P&Rs	<b>Class 5 Assignment (Share with Derek &amp; MGR)</b> 1.) Put together a plan for the next team meeting 2.) Set up P&R & goal setting expectations with team 3.) Schedule reviews for different business objectives 4.) Calendarize P&Rs for this month & provide expectations	
<b>Class 6: Leading the Team (90 min)</b> * 1on1s	<b>Class 6 Assignment (Share with Derek &amp; MGR)</b> 1.) MGR to sit in on your 1:1s and provide feedback 2.) Send follow-up email recap with clear expectations	

COACHING YOUR PEOPLE TO SUCCESS		
<p><b>Class 7: Running a profitable team (90 min)</b></p> <ul style="list-style-type: none"> <li>* Win: The power of new logos</li> <li>* Loss: Protect the base, SCAS, tiers, quadrants</li> <li>* Churn: The unprofitable upgrade</li> </ul>	<p><b>Class 7 Assignment</b></p> <ol style="list-style-type: none"> <li>1.) Create Tiers 1, 2, and 3 for your territories</li> <li>2.) Put together a priority contact strategy</li> <li>3.) Revisit all proposals and ensure profitable upgrades</li> <li>4.) Create a competition around the Top 25 net new</li> </ol>	<p><b>Ongoing Actions</b></p> <p>Leadership Moments (1 per day per rep)</p> <p>Week 1 - week 8 (ride day assignments)</p>
<p><b>Class 8: Building Value in the sales process (90 min)</b></p> <ul style="list-style-type: none"> <li>* The assessment process</li> <li>* Knowledge of the current environment</li> <li>* The Demo: Building an emotional connection</li> </ul>	<p><b>Class 8 Assignment</b></p> <ol style="list-style-type: none"> <li>1.) Create a sample assessment example (redact names)</li> <li>2.) Schedule a training around assessments</li> <li>3.) Schedule a team demorama on a product/solution</li> </ol>	
<p><b>Class 9: The Proposal &amp; Creating urgency (90 min)</b></p> <ul style="list-style-type: none"> <li>* Closing &amp; Creating urgency</li> <li>* 12 components of great proposals</li> <li>* Proposal review</li> </ul>	<p><b>Class 9 Assignment</b></p> <ol style="list-style-type: none"> <li>1.) Give feedback on proposals to improve</li> <li>2.) Create urgency letters and sign</li> </ol>	
<p><b>Class 10: Final Assessment</b></p>		