

# How to Inspire, Motivate and Lead Sales Professionals

## Who Should Attend

Sales managers who are ready to make the transition from managing the mechanics of the position to leading sales people to award-winning performance.

Two sales managers – both equally skilled at hiring, training, creating comp plans, aligning territories, and forecasting. Yet one gets mediocre results while the other breaks records and wins awards every year. What’s the difference? It’s simple. One is just a manager while the other is a leader. The leader knows that the two critical things a sales force needs to win are confidence and enthusiasm. The leader knows how to inspire and motivate sales people to stretch beyond the comfort zone to book more business. Now you can learn to lead your sales team to breakthrough results at *How to Inspire, Motivate and Lead Sales Professionals*. Based on the astoundingly effective leadership and motivational principles developed by Dale Carnegie, this dynamic two-day program will show you how to pump up your team and keep them pumped.

## Learn How To

- Build trust with your sales people
- Turn high-maintenance sales people into high performing ones
- Deliver inspirational talks
- Coach top performers to sell even more
- Influence “tough” team members to your point of view
- Run sales meetings that pump up the team
- Give reluctant cold-callers the confidence to pick up the phone
- Gain a bigger “share of mind” with independent reps