

SALES LEADERSHIP



Simon Buzza and Jed Stone

The business drivers that underpin this programme

Sales leaders who can lead and inspire their sales teams to successfully deliver against their targets (and more) through:

- Setting out a clear sales strategy framework using a sales management toolkit
- Defining and executing rigorous sales plans that support the real business needs
- Communicating intentions clearly and aligning subordinate plans that ensure the sales team maximises its potential
- Implementing a sales culture and set of values that they personally exhibit and adhere to
- Coaching and mentoring sales team members in managing critical issues
- Setting outstanding personal examples and leading by example

01



Sales leaders who contribute to and deliver against their inputs to the overall business plan:

- Defining and delivering the sales strategy within the overall business plan
- Coordinating with other business divisions to maximise the sales potential of the business
- Supporting and influencing other parts of the business when required
- Role-modelling appropriate behaviours and values

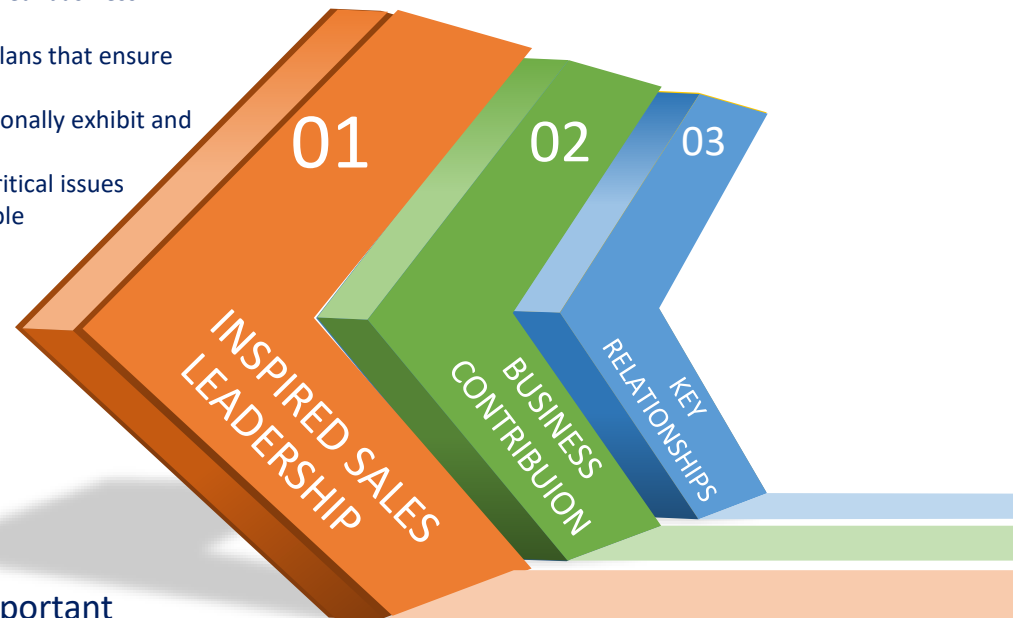
02



Sales leaders who act as a safety valve for important client relationships so that issues and concerns are escalated and dealt with efficiently:

- Sponsoring key client relationships
- Being the 'voice of the client base' within the business

03



Purpose and Outcomes

PURPOSE – *To develop Sales Leaders who can lead and inspire their sales teams to successfully deliver their Missions (and more)*

Inspirational and Performance-Driven Leaders



Be inspirational and performance driven leaders who know and understand how to build, sustain and lead high performance sales teams to deliver sales *faster, better and more effectively* for the business.

Measure, Manage and Deliver



Be equipped to measure achievements against the mission, manage your resources and deliver results where and when they are most needed

Professional Sales Leaders

Know how to coach your teams to be able sell professionally. Thereby winning more business, improving profitability and providing a competitive edge for their businesses..



Install Rigour, Discipline and Constant Improvement



Be able to implement the professional sales processes and skills required to manage the sales cycle from qualification and early-stage awareness until through-life management.

Define and Implement a Sales Strategy Framework

Be able to define and implement a framework for integrating all the key elements of a sales strategy that truly supports the real business needs.



The Critical Ingredients of Success

Attitude and Mindset

How to manage our own mood, the mood of our sales team, and the mood of the client to really help garner belief? Gaining self-belief and a winning spirit

Behaviour

Using EQ and Persistence to maximise assertiveness and control bad behaviour. If we want to get a good result in a difficult situation, our behaviour better be helping rather than hindering us!



Leadership and Teams

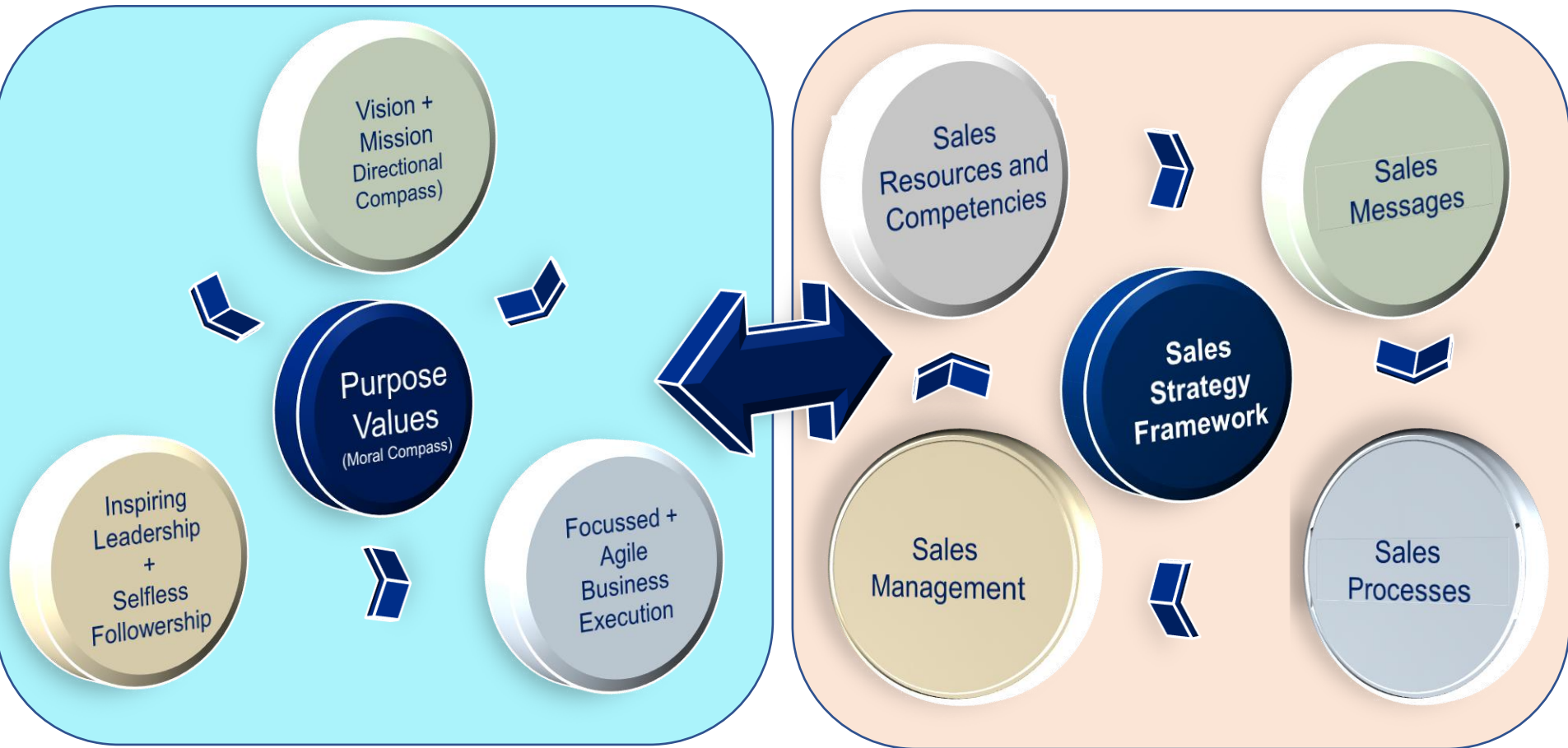
What do Sales 'Leaders' and 'Followers' do to marshal their resources effectively so that the sum is greater than the constituent parts ($1+1=3$). In poor sales teams the opposite effect is true ($1+1=1.5$).

Processes, Tools and Techniques

Frameworks, tools and techniques to streamline our sales processes, facilitate constant improvement, and stop the repeating of mistakes made previously.

The Sales Leadership Framework

A Toolkit for Sales Management



OUTLINE SYLLABUS

A Unique Programme for Sales
Managers

A Combination Of Leadership and Sales theory with practical
application, specifically aligned to meet your business challenges



LEADERSHIP



SALES

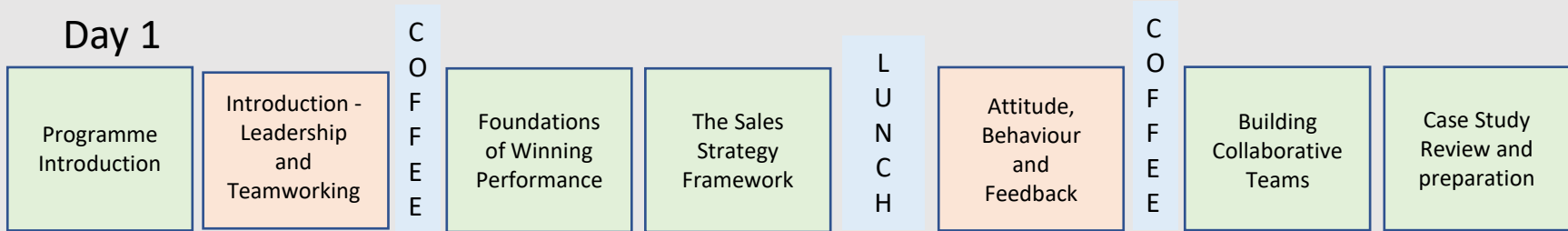


- Theory and practical application of principles of leadership and high-performance teamwork
 - What leaders really do
 - Team and follower building
 - Cross-functional teamworking
- Themes of winning performance:
 - Vision, Mission, Strategy and Plan
 - Inspiring behaviours
 - Focused execution
- Communicating intent simply and skilfully
- Generating trust and respect
- Standard setting:
 - Ethics
 - Culture
 - Values

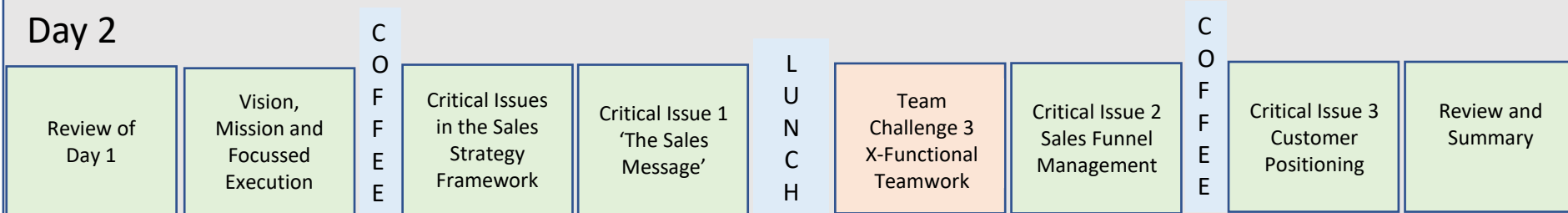
- Defining and communicating a sales strategy framework
 - Selling on value
 - Sales Processes
 - Sales Management
 - Sales Competencies
- Identifying and managing critical sales issues:
 - Compelling sales messages
 - Sales funnel management
 - Customer / Client positioning
- Theory and practical application of sales management toolkit against a bespoke case study
- Measuring performance
- Coaching and mentoring sales

Stage 2 Sales Leadership Training Programme

Day 1

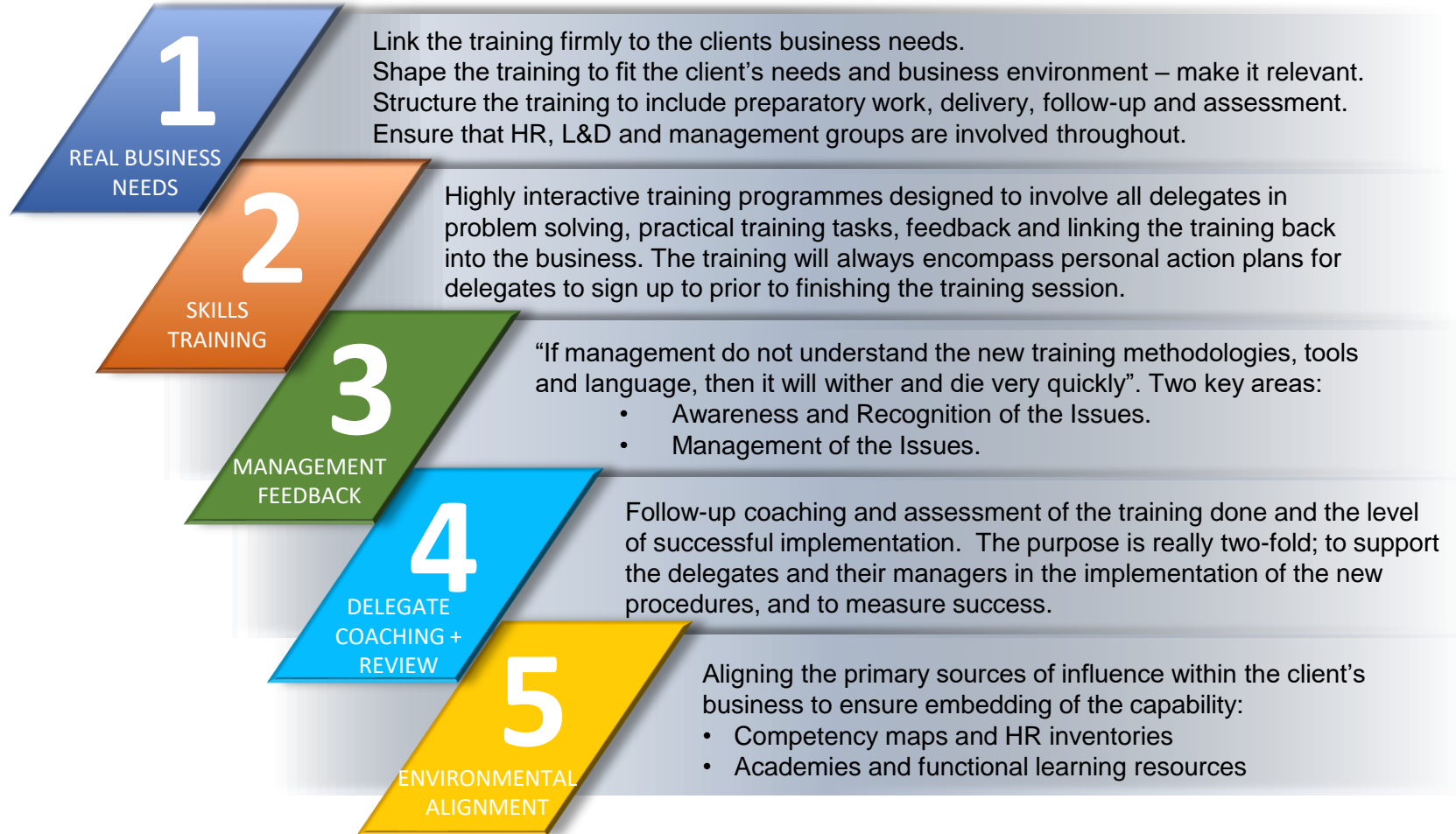


Day 2



Embedding the Capability

Effective training comprises much more than simply education through attendance at a skills programme. It requires that multiple factors are addressed by the trainer and client to ensure that the embedding is completed, durable and permanent.



The real business need existed before Covid-19.



Covid-19 has exacerbated the issue and colossal commercial pressure is building



This could be a matter of survival for some businesses, teams and people



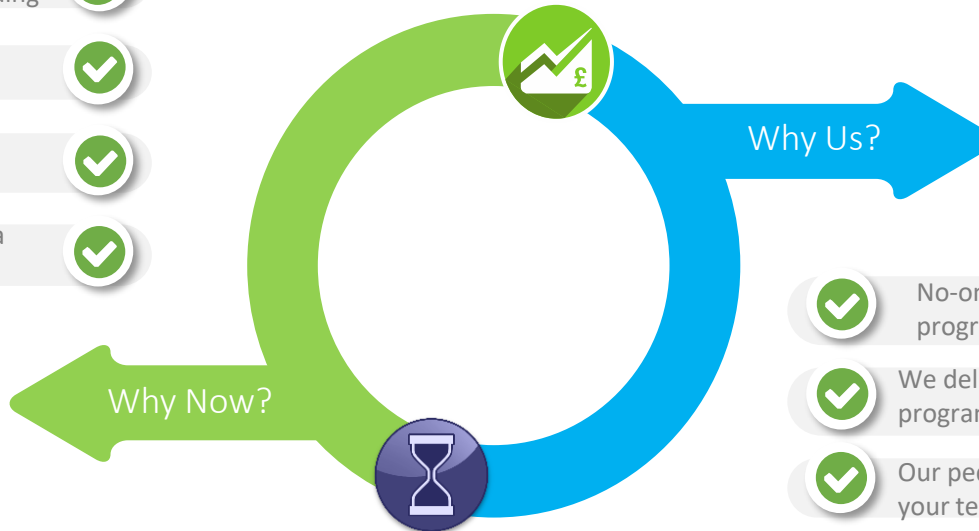
Your people and teams have the available time right now



Maximising your potential will create a competitive advantage - now



Why Now?



Why Us?



No-one else offers a tailored programme like this



We deliver leadership transformation programmes not just training



Our pedigree and experience is exceptional – your teams will benefit from this



The programme is built out of real practical experience – not just theory



Our commitment to you is to provide outstanding professional excellence in everything





Simon Buzza

Simon is a Founding Partner of the NewDawn Partnership. This boutique consultancy specialises in B2B sales and procurement.

He describes himself as 'the accidental salesman' in that he never planned to be in sales! . However, he is also a passionate believer in the power of people to achieve extraordinary things

Today, he specialises in working with sales and procurement leaders and teams as a sales trainer, consultant and coach. He works with and has helped numerous B2B Sales Managers and their teams to improve their selling skills and performance. He is a skilled and experienced negotiator and negotiation trainer who has led several complex negotiations. He also writes extensively on the topic of negotiation.

Simon has vast experience working with senior leadership teams in the field of leadership, building high performance teams and delivering enhanced business performance including with a number of international blue chip clients such as Diageo, Reuters, KPMG, Vodafone, and Standard Chartered Bank .

He worked at Royal Dutch KPN as the international Sales Director for Mobile and at Vodafone as the Head of International Account Management responsible for an extensive portfolio of international clients. During his 6 years tenure at Vodafone the revenues from international accounts grew from €0 - €750m pa. However, the early part of his career was spent in elite military forces. Before retiring as a Colonel, Simon served in the Royal Marines Commandos for 23 years in an eventful military career, serving in a variety of international operational command and staff appointments including Northern Ireland, the Falkland Islands, Iraq, Bosnia, Albania, Central America and Namibia. He also served for 15 winters in North Norway becoming an expert in Mountain and Cold Weather Warfare. These experiences and his work in strategic HQs and the MOD give him a unique perspective and highly effective approach in business.



Jed Stone

Jed has a real passion for enabling others to achieve higher levels of performance.

As well as a number of 'Operational' Roles during his 25 years in the Royal Marine Commandos Jed spent 4 years at Joint Services Mountaineering Training Centers, a total of 8 years at the Commando Training Centre as well as three years at the Royal Naval School of Leadership and Management and the RN Engineering Centre for Resource and Initiative Training as a Warrant Officer. During this time he also led teams that broke 2 Guinness World records and represented Great Britain Internationally at 2 different sports.

Jed joined McKinney Rogers, a global 'business execution' consultancy in 2001 as a Lead Coach and after 3 years was promoted to a Principal Consultant. In 2007 he was promoted to Regional Partner for Africa and India. Between 2010 and 2015 he led a team of 7 Consultants and Account Managers as the Partner for Europe and the Middle East. He drove Sales that delivered over \$2million annually, working closely with the C suite of a number of global clients (including Walmart, Diageo, Barclays, Kenya Airways, Bacardi, Zain, Kenya Commercial Bank, Grohe and Aleris) combining Strategic Alignment with Inspirational Leadership and High Performance Behaviours.

In January 2015 Jed set up his own business, 'Perform 2XL' focusing on embedding the philosophy of 'Mission Delivery' - Aligning organizational ambition with high performance behaviours based on many military principles. More recently he has consulted for Welltec, Pentair, H+H, ING Bank, Ambu, Estee Lauder, Maersk, Armacell, ING Bank, Panasonic and Secure ID. Jed is supported by a network of trusted and experienced Associates . He lives in Devon, has 3 daughters and a son and continues to enjoy rugby, mountaineering and skiing.

you must be able to communicate, motivate, and inspire a team of followers to common
n a sense of shared ownership. Really great leaders role model all the above, and
these attributes with enormous will-power, commitment and the subordination of their
onal aspirations for the greater good of the team. Occupying a leadership position is
ame thing as leading! Leadership has nothing to do with:
riority or one's position in the hierarchy of a company.
and appointments.”

Buzza and Stone

buzza@newdawnpartners.com

me@Perform2XL.co.uk

+44 (0)7860 545590

+44 (0)7779157794

