

Leading Sales Teams

Have your presentation customised to your needs or select one of these popular topics:

- *The Eight Problems with Sales Today and Leading Sales Teams*
- *Apply the 'Wheel of Leading Sales Teams' to your Business*
- *Leading Sales Teams and Coaching for Performance*

Focus

Over the last 5 to 10 years, our customers have changed how they behave (B2B or B2C). Sales people feel and act differently to sales people of the last century and we are experiencing high levels of sales resistance. The old practice of sales management is no longer effective. And, sales leadership is the least objectively studied management function. We need to upgrade our practice of leading sales teams.

Outcome

Delegates will understand and learn how to pragmatically apply new approaches to leading sales teams. Recognising the core problems and bad habits of sales leaders, delegates will be able to upgrade their approach immediately from these sessions and have the templates and framework to get started.

As a keynote presentation:

45-60 minutes

As a workshop:

2 to 4 hours

Great for:

CEOs, Senior Executives
Business, Sales and Marketing Leaders
Entrepreneurs
And Sales People wanting to step up

About Your Speaker

Mark's experience spans 25 years across corporate management roles, consulting and academia. Early on Mark developed and deployed the customer strategies for Suncorp which realised the highest cross-selling rate of any financial services group in Australia. He was then asked by the Graduate School of Business at QUT to develop two courses Sales Management and Customer Relationship Management. Mark delivered these courses at QUT for eight years (in the evenings), whilst consulting during the day.

He has worked with more than 40 organisations to leverage the customer centric approach to business and improve sales performance, profitability and customer advocacy. His pragmatic experience is backed up with an MBA, change management qualifications, certified in Net Promoter Score and is the PuMP® Partner (performance measurement) for Australasia.



**Any questions, or to
book Mark, make contact:**