

# DEVELOPING NEW SALES LEADERS

Leading Global Provider of Cloud-based ITSM & Digital Workflow Solutions, with revenues of \$4.5B

## CLIENT'S SITUATION



- ✔ This global leader of IT Service Management and Digital Workflow solutions is growing very fast and wanted to prepare high potential and existing talent for future sales management promotions
- ✔ The client wanted to identify critical skills for becoming a successful sales manager in their environment and to create a structured program to identify, develop and prepare candidates for new sales management positions

## THE SOLUTION



Sales Outcomes developed a program framework for the client to select potential candidates, defined critical skills to develop and created the training and development content for participants. It included:

- ✔ Nomination and selection criteria
- ✔ Key competencies for success
- ✔ A comprehensive program training content to cover transition into sales management and the four building blocks of sales management: sales planning, sales organization, sales execution and sales leadership
- ✔ Entire training was based in a simulated case study that unfolds over many days, where participants are required to make management decisions about a series of evolving and challenging real-life sales situations both with subordinates, peers, boss and customers. The program uses these situations to provide coaching and mentoring
- ✔ A program designed for the classroom but easily adapted for virtual delivery

## OUTCOMES



- ✔ Highest rated initiative inside the company
- ✔ 75% of participants ready for promotion
- ✔ The client received Stevie's 2020 Gold Winner: Best Sales Training or Coaching Program