

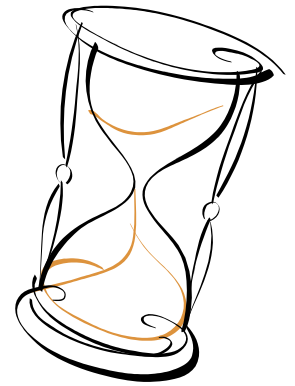
New Sales Leader Transition

The Goal:

The Sales Management Group helps new sales leaders succeed by getting them up to speed quickly in their first 100 days. We help them identify the highest priorities and most important relationships and assist them with focusing on those priorities and relationships.

The Challenge:

One-third of all new sales leaders fail within the first 18 months—according to Manchester, Inc., a leadership development firm. That's a pretty depressing statistic especially when you think about what a failed sales leader would cost your firm in terms of expense lost revenue, staff turnover/morale, and company reputation. You don't want to go there. And you don't have to.



Our Recommendation:

We work with the new sales leader to conduct a thorough analysis of the sales organization:

- Sales team and sales support team capabilities
- Key customers, prospects and target markets
- Sales enablement tools and processes

Based on this analysis, we recommend a prioritized action plan for the new sales leader. Then, we help the new leader execute.

We facilitate restructuring the sales organization, where appropriate. This can include new territory responsibilities and a new compensation plan.

The Results:

We put processes in place so that both the sales team and the sales support team operate as efficiently and effectively as possible.

In addition, we keep the new sales leader on track so that he or she does not get distracted by lower priorities. First things first!