



Criteria for Success Leadership Training

1. Being a Leader vs. Being a Manager

Top performers are often promoted into management roles without learning how to be an effective leader. We explore the difference between leadership and management, and provide best practices for both.

2. Coaching Your Team

Coaching is a foundational skill for sales managers, as it's essential for them to hold their teams accountable and work together to plan activities. We introduce four levels of coaching and provide a template for an effective coaching conversation. We also introduce key topics to include in coaching conversations.

3. Running a Sales Team Meeting

Many sales teams are frustrated by inefficient sales meetings that don't provide value to either salespeople or sales leadership. We introduce key philosophies for team meetings, as well as best-practice agendas for both weekly and monthly sales team meetings.

“Criteria for Success gave my regional directors and I the tools to effectively hire and develop our salespeople. With CFS, we implemented a formula for success that consistently improved performance and morale in both sales and marketing.”

AL KACZANOWSKI; VP GLOBAL STRATEGIC ACCOUNTS,
EP MINERALS



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4. Managing a Remote Sales Team

Managing any sales team is a complex operation, but managing a group of remote sellers can add unique challenges to many day-to-day management practices. We help your leaders benchmark the basic activities that drive productivity and engagement on remote sales teams. We also discuss training methods and activities key to keeping sales growing and team members aligned.

5. Understanding Operating States

At all times, individuals, departments, and even whole companies are operating at a specific state. And depending on whether someone is in a state of Emergency or Momentum, they will require different interaction and coaching. We introduce a model of 6 Operating States and provide best practices for managers and coaches to effectively support their teams at each level.

6. Setting Goals & Holding People Accountable

As a manager or coach, helping your team set goals and holding them accountable to achieve those goals is a key responsibility. We provide best practices for effective goal-setting and discuss best practices for holding sales people accountable to their goals.

Contact Us