

Situational Leadership® II for Sales Leaders Overview

Business today is about effectiveness, efficiency, and productivity. It is about lowering costs and increasing revenue. A well-prepared, effectively managed sales team will have a significant financial impact on your business and will improve your organization's ability to create competitive advantage.

Situational Leadership® II for Sales Leaders (SLII® for Sales Leaders) is the most comprehensive and up-to-date, yet practical, method of effectively managing and developing salespeople, time, and resources. It significantly and quantifiably improves the day-to-day leadership skills of sales leaders so that they can easily and proficiently help their people reach higher levels of success. It helps leaders identify what is best for their salespeople by identifying their needs and then adapting their leadership style to match each situation.

The Purpose of SLII® for Sales Leaders

SLII® for Sales Leaders is based on the core SLII® program with an emphasis on sales leadership. The activities and tools are designed to address the specific issues of the sales environment and to focus on sales management needs. The training strengthens the relationship between sales leaders and the people they manage in order to create higher levels of motivation and inspiration for a unique group of achievers.

Specifically, SLII® for Sales Leaders will accomplish the following:

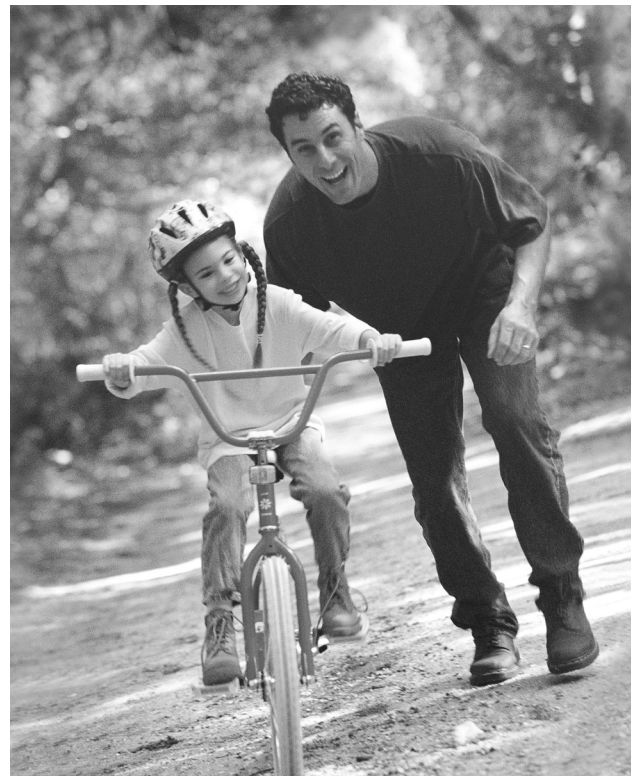
- Focus people on the critical goals and tasks for achieving business results
- Accelerate the transfer of responsibility for success to each salesperson
- Improve the impact of selling programs offered in the past
- Raise the confidence level of every salesperson so they can set higher goals and face new challenges
- Drive more motivated, more productive self-leadership in your sales force
- Recognize and reinforce critical success factors

Based on extensive research, SLII® for Sales Leaders activates the critical macro and micro skills that will help your sales leaders focus, inspire, affirm, and recognize their salespeople. It will help each salesperson increase sales revenues for the company, sooner, and with greater predictability.

Research shows that sales leaders are the #1 point of operational strength and ongoing success for a sales force. The best sales leaders hire the best people, accelerate sales performance in the organization, retain the best performers, and help their people develop into leaders of the future.

Audience

SLII® for Sales Leaders is designed for any organization with a sales force that is looking to drive more results and grow its business. It is targeted toward any one who knows he or she can be a better sales manager, sales leader, or senior executive and seeks to more effectively influence the performance of people responsible for generating revenue.



Outcomes

SLII® for Sales Leaders is tailored to the needs of sales leaders and is specifically designed to meet the following unique business needs:

- Hitting revenue targets
- Customer retention and satisfaction
- Recruitment, retention, and satisfaction of sales staff
- Profitability of business
- Productivity improvement
- Performance improvement
- Developing leadership bench strength

Critical Support Tools for Sales Leaders

- Language, content, examples, action plans, and activities reinforce the issues and challenges that are unique to a sales environment.
- Examples coach participants through challenging situations.
- SLII® Game Cards are focused on sales leaders.
- New Managing Up Conversation Starters provide the common language to help individuals ask for the leadership style they need.
- Top 5 Goals Worksheets focus performance on the most critical tasks.
- Key Performance Indicators Worksheet clearly identifies progress toward achieving SMART goals.
- Tools on CD-ROM can be accessed virtually with unlimited use and no hard copies to carry while traveling.
- Coaching for Impact Action Plans clarify goals and strategies, and The Bill Smith Case illustrates effective skills.

How Is SLII® for Sales Leaders Unique?

- Is the only sales leadership process available based on SLII®
- Allows organizations to further leverage their investment of SLII®
- Allows personnel to be trained to speak a common business language
- Provides a new development dimension for sales leaders whose people may have been trained in other sales programs
- Reflects the latest SLII® research and thinking from the 1985 and 2000 revisions
- Provides a conceptual approach to leadership so that individuals can understand the big picture of developing others and themselves in a way that can be combined with other leadership programs. It focuses on skills by providing the “what,” the “when,” and the “why” for utilizing the skill portions of programs that typically provide only the “how”; in this way, SLII® supports and adds dimension to other leadership development and stand-alone sales programs
- Presents leadership from a collaborative perspective rather than a power-based perspective
- Uses a model of leadership and development that is in alignment with how individuals interact and manage in the real world of work
- Creates a culture of development and collaboration

The SLII® for Sales Leaders Process

The Modules at a Glance

Module 1—Leadership for the Future provides an overview of the purposes of Situational Leadership® II for Sales Leaders. It describes how participants can get the most from the learning experience, which starts with the Impact Maps and leadership style assessments that the participants completed as prework. Participants focus on the competencies of SLII® and on the people they want to develop.

Module 2—Beliefs and Building Blocks defines leadership and leadership style. Participants explore their beliefs about leadership and development. They discover why there is “no best style” and why the choice of a leadership style depends on the situation. The three skills of a Situational Leader are introduced along with the impact Situational Leadership® II has had on business results in other companies.

Module 3—Diagnosis—The First Skill of a Situational Leader teaches participants to diagnose the demonstrated competence and commitment of their people on given goals or tasks. Participants discuss the strengths and needs of each of the four development levels, practice diagnosing development levels, and create their own development level stories.

Module 4—Flexibility—The Second Skill of a Situational Leader develops participants’ skills in using directive and supportive leadership behaviors and builds their knowledge of the four leadership styles.

Module 5—The Match deepens participants’ understanding about how to develop others’ competence, motivation, and confidence by using the “right” leadership style in a situation. Participants learn by experience what it’s like to oversupervise and undersupervise, or to mismatch the development level. Feedback is also given on the leadership style assessment that may have been completed as prework.

Module 6—SLII® Skill Practice fine-tunes the knowledge and skills of Situational Leaders. Participants practice Diagnosis and Flexibility skills.

Module 7—Partnering for Performance—The Third Skill of a Situational Leader teaches participants how to open up communication and reach agreements with others in order to work together effectively. The SMART Goals, Partnering for Performance, and Key Performance Indicators Worksheets are introduced. Participants learn how to use One on One conversations to stay in touch with the people they work with so that they can provide direction and support, feedback, and coaching.

Module 8—Action Planning supports participants in their future efforts to use what they have learned back on the job by refining their Impact Maps, developing Action Plans, and reviewing the tools in the SLII® Tool Kit.

Delivery Options

- Consulting
- Coaching
- Blended Solutions, including online training
- Training
- Assessments
- Facilitation Training
- Impact Mapping Consultation

For more information, please contact your Blanchard Sales Associate at 800 728-6000 or 760 4889-5005.

Ordering and Information

In the United States
760 489-5005 or 800 728-6000

In Canada
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In the United Kingdom
44 208 540 5404

All Other Countries 760 839-8070

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