

SALES PROFESSIONAL DEVELOPMENT PROGRAM

BUSINESS CONTEXT ▶

In today's competitive economy, the commercial success of an organisation depends on the ability of its **Sales Professionals** to look past short-term transactions and establish genuine long-term client relationships. To achieve this, they must have credible trust-based conversations with their customers, understand their needs and empathise with their concerns, and provide them with valuable services and solutions.

Ensuring that your sales professionals possess the personal and relational competencies required for success is not simple, especially when relying on conventional training methods. However, BeyondTheTheory's **Sales Professional Development Program** is an effective, flexible and affordable solution that optimally blends Assessments (individual, psychometric and 360), Individual Coaching, Instructional Content and Online Support, designed specifically for this challenge.

PROGRAM CHARACTERISTICS ▶

- ▲ **Subject Focus:** Sales Leadership Development
- ▲ **Target Audience:** Professionals in a Relationship Sales Role
- ▲ **Format:** Blended program (Assessments + Coaching + Web-based Support and Instructional Content)
- ▲ **Duration:** 6 - 8 Months (incl. 8 individual Coaching Sessions)

PROGRAM COMPONENTS ▶

- ▲ **Individual Assessments:** 4x (Onboarding Questionnaire, Character Strengths, Learning Styles and Sales Leadership Competencies)
- ▲ **Organisational Feedback:** 1x (Onboarding Questionnaire for superior and/or key stakeholders to ensure understanding of organisational culture, development context and feedback requirements)
- ▲ **Personalised Development Plan:** 1x (Co-creation of a personalised action plan that blends the onboarding and assessment feedback and articulates the priorities for development)
- ▲ **Individual Coaching:** 8x (personalised phone-based coaching sessions; coaching is performed by a dedicated professional coach; sessions are every 2-4 weeks and are focused on the priorities defined in the personalised development plan)
- ▲ **Online Support:** Secure access to www.BeyondTheTheory.net, a feature-rich platform offering a virtual library of instructional content (incl., articles, videos, elearning modules, blog posts, etc.), ad-hoc online coaching interactions (captured in a development journal), and social elearning opportunities with a community of peers
- ▲ **Program Report:** 1x (summary of progress and gaps, list of opportunities for self-development, copies of all assessments and transcript of the development journal, i.e.: entries by coach and the participant)

Understanding your organisation and its constantly evolving needs is crucial to ensure sustainable business results and success.

Streamlining your leaders' effort and energy is a required priority to develop, engage, motivate and retain your human capital.

BeyondTheTheory's competency based, leadership development services and solutions will help you achieve this in an **effective, practical** and **affordable** fashion.

BEYONDTHEORY'S 3 PHASE SALES LEADERSHIP DEVELOPMENT PROGRAM:



PHASE 1 ▶ ONBOARDING (~1 MONTH)

Initial assessments – individual, psychometric and 360; Organisational/stakeholder feedback, Access to BeyondTheTheory.net; 1-2 Coaching sessions

PHASE 2 ▶ TRANSFORMING (~4-6 MONTHS)

A dedicated 1-on-1 leadership coaching program built on a personalised development plan; Access to BeyondTheTheory.net; 4-6 Coaching sessions; Ongoing e-based interactions (via the online journal)

PHASE 3 ▶ SUSTAINING (~1 MONTH)

A comprehensive program report (summary of the development journey + forward-looking suggestions); Access to BeyondTheTheory.net; 1 Coaching session

BEYONDTHEORY'S MISSION IS TO HELP
ITS CUSTOMERS IMPROVE THE COMPETENCIES
OF ITS LEADERS AND INCREASE THE
EFFECTIVENESS OF ITS TEAMS, ITS BUSINESS
UNITS AND ITS ENTIRE ORGANISATION