

BeUNCOMMON

SALES MANAGEMENT COACHING

LEADERSHIP TRAINING FOR TECHNOLOGY SALES MANAGERS



As an early-career sales manager, you will likely have been taught how to tactically manage, but not how to master people and team leadership.

You are also likely living in a system not designed by you that you are expected to thrive within, despite the mismatch of structure versus modern-day demands.

Being responsible for a team of people whose collective efforts determine your individual success can be quite the daunting mental state. As an ambitious manager, you are likely lacking someone in your corner who can help you systematically develop your leadership style, your management discipline and the skills you require to be everything everyone needs from you. You likely now also have a clear view of the gap between where you are and where you want to be.

Having a coach focussed on empowering you with a proven strategy to build team discipline and collaborative learning, and to engage a level of consistent enterprise selling across your team members, will allow you to think with freedom and act with empowerment.

This is where BeUncommon is built for you, the sales manager operating the sales system.

1

SALES MANAGEMENT COACHING IS A MINIMUM EIGHT-SESSION PROGRAMME FOCUSSED ON BUILDING

- Effective people management and motivation techniques
- A coaching framework that develops individual capability and team collaboration
- A structure for decision making in high stakes moments

2

THE OUTCOME OF MANAGEMENT COACHING IS

- Ideation around immediate business problems with a focus on immediate behavioural change to dynamically improve on a current position
- Implementation of sales, coaching and leadership techniques to advance oneself, team members and the sales organisation as a whole
- An action focussed structure that can be built upon for longevity and repetitive success in your current and to be designed sales strategy

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3 THE MANAGEMENT COACHING INCLUDES

- Foundational to Advanced people management structure
- Applicable education on the discipline of running, coaching and scaling a sales team
- Active engagement in sales opportunities for the purpose of knowledge advancement and opportunity success
- Implementation of structured sales methodologies, financial selling, proposal writing and opportunity management techniques

4 FRAMEWORK FOR SUCCESS

- Pre-Engagement
 - Selection of priority and self-selected topics
 - Ambition and outcome setting
- People Management: How to run an effective sales organisation
 - Building a learning culture within the team
 - The sales operating model
- Sales Coaching: How to communicate with sales people
 - Communication and influencing models
 - Coaching the five fundamentals of selling
 - Implementing sales methodologies and playbooks
 - Effective meeting hosting
- Personal Development: How to manage yourself
- Showcase
 - What has been learned
 - What is the next meaningful plan
 - What is the new ambition

The mission of BeUncommon is to create intelligent leaders, by providing executive coaching for ambitious sales managers who want to become a business leader.

This mission is achieved by enabling people to become the greatest problem solvers that they can possibly become.

The values that drive this mission to be achieved are

- Learning as a principle by having a relentless curiosity, self-reflection & collaboration
- Evidence backed by moving from opinion to fact within a justifiable structure to demonstrate your impact
- Honesty and kindness by supporting others, having tough conversations grounded in reasoning

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