



96%
of Sales Managers want Leadership training, but aren't getting it.


8 weeks
of face-to-face classroom training, focusing on sales leadership.

Sales Leadership Training Guaranteed to Pay for Itself!

A great Sales Manager is often promoted because they can sell, but what is overlooked is that they haven't been *taught how to lead* a sales team. This is where the Certified Sales Leader training and certification comes in. We help Sales Leaders to expand and build their skill set to drive record breaking sales.

The Curriculum Covers:

CSL training consists of **16 lessons** including exercises and tools to ensure your Sales Manager understands the topics and develops the skills to implement these proven practices for your company.

 Creating an Environment of Sales Success	 Understanding Your Client	 Sales Team Meeting	 One-on-One Meeting	 Compensation	
 Defining the Sales Strategy	 Improving Poor Performance	 Coaching Mindset/Culture	 Company Business Plans	 Onboarding	 Roleplays
 Ride-Alongs	 Hiring	 Getting the Best From Your Sales Team	 Forecasting	 Customer Relationship Management (CRM)	



PLUS Four Additional Virtual Classes To Expand Knowledge and Revisit Lessons Learned

CSL Training Provides

- ▶ Training that focuses on the **entire sales plan**, from growing management skills to implementing the right sales processes.
- ▶ Classes conducted by an **experienced VP of Sales**, who teach Sales Leaders the skills they need to run a high-performing team.
- ▶ A **local network** of Sales Leaders in the community to call upon when needed.

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