

# *SalesStream Leadership Training*

## **Leadership Essentials: Half Day**

- All company leadership is invited to attend the 4-hour Leadership Essentials Training to be held prior to the Company Launch.
- Leaders are introduced to the SalesStream Leadership System and are given an overview of leadership principles and concepts.
- Leaders learn about ScoreBoard Metrics, accountability tools, and the KPIs used in the system for measuring true work. We define work as the advancing of a prospect through the sales process to a "Closed Won" or a "No thank you."

## **Company Launch: 1 Day**

- An 8-hour launch will be held with the entire sales team, leadership, and anyone who touches the sales process.
- Participants receive a workbook and are introduced to the SalesStream System with its component parts of principles, process, metrics, training, and tools. The day will focus on the SalesStream Process (methodology) with its four stages of Contact, Collaborate, Connect, and Cultivate.
- They will interactively learn to create contact statements to be used in setting appointments, and how to identify the prospect's issues and impact during the Collaborate meeting.
- Next they learn how to connect a prospect's issues with their solutions and close the available opportunity. Lastly they learn how to hold post-sale cultivate meetings designed to capture the client experience, harvest client trust statements, and develop mutual growth through referrals.

## **Launch Basics: 4 Weeks, Beginning 1 Week after Company Launch**

- Sales leaders will be trained virtually for 4 weeks in weekly 1½-hour sessions.
- Each session will review with the leader one part of the company launch to ensure he/she is grounded in the basics of the system.
- Sales leaders will receive all the materials needed to train their team members in the launch basics and will be expected to hold weekly team training.
- Materials include lesson module outlines, PowerPoint presentations, activity suggestions, and role-playing skill development ideas.
- Leaders will be training their teams based on the instruction in their 1½-hour sessions.

## Leadership Training: (12 months of curriculum) begins the month following Launch Basics

### SalesStream Curriculum:

- Sales leaders will participate in two (2) monthly 1½-hour virtual training sessions around the SalesStream System. One session on how to train their sales teams in the SalesStream sales process and one session around leadership/personal effectiveness.
- Participants will receive 12 months of SalesStream curriculum with all the necessary materials and outlines, and will be expected to train team members weekly in sales skill development and personal effectiveness around the SalesStream curriculum.
- We have found that leaders learn more when they conduct their own training sessions, therefore we help empower leaders to become great trainers.

### Leadership Personal Effectiveness:

- The second 1½-hour session monthly, will be around sales leadership and personal effectiveness.
- The training is designed to help elevate the effectiveness of leaders and their leadership capacities.
- Training will be held virtually in groups of 6–8, with leaders from different organizations.
- Leaders will be given module outlines and content for the personal effectiveness curriculum which can be used as optional training materials for their teams.

### Monthly 1:1 training sessions between sales leader and Eide Bailly Leadership Trainer

- This is a once-a-month, 30-minute 1:1 meeting to evaluate how things are going on a personal level.
- Leaders will report on training modules taught during the past month.