

# 2 – DAY LEADERSHIP FOR SALES



## Introduction

In this era where everything is jumping on the digital wave, it is critical to understand that Times have changed, and so has leadership.

The age of specialization has shifted and generalist are more and more sort after in areas of Management. It is a key to understand the influencing factors to continue to thrive in such a fast pace environment today.

Today Leadership in sales , is leadership moving forward.

## Course Objectives

By the end of this course, you will be able to:

- What are 3 areas of Digitalization – to understand and so 1 can lead their teams or units to face the new challenges of the current business environment.
- The digital thought process – It is to identify and understand the need of the market and how to innovate to meet the current new needs.
- Data Driven Decision Making – To know the core of the data and to make decisions to lead to greater outcomes.
- Change your game – it is able to adapt and take strategic actions to be ahead in the digital world.
- Digital Synergy – understand and apply immediately to cross borders and to work on a larger scale instead of being a silo.

## Methodology

- Group exercise
- Discussion
- Activities
- Case studies
- Presentation

## Who Should Attend?

- Managers
- Team leaders

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## Course Outline

### MODULE 1: WHERE DO YOU BEGIN? WHAT YOUR STRATEGY

- Understand what's strategic thinking and what are the steps to planning a strategic plan

### MODULE 2: SALES STRATEGIES IN MOTION

- What would be a good strategy?
- What makes a good strategy?

Activity: WAR

### MODULE 3: LEARNING FROM THE PAST

- Looking into the past and taking a journey back. If you were the CEO what would you do?

Activity: Mapping the Business History

### MODULE 4: KNOWING WHO'S WHO IN YOUR CIRCLE

- It is critical to understand people in a shortest time possible especially in such a fast pace environment.

Activity: DOPE the visual and Verbal way

### MODULE 5: DIGITAL PLAN?

- What does the mindset have to do with the current conditions of the market?
- What is the key used to unlock the very essence of the market in a digital era?

Activity: Traffic Jam

### MODULE 6: THE DIGITAL ERA

- What is happening and how to handle challenges within this fast move environment
- Adaptive thinking vs Innovative thinking

### MODULE 7: CROSS BORDERS

- How the market has moved and what to look out for externally and internally
- How to connect to other groups to enable a dynamic solution to be born

### MODULE 8: PUTTING IT ALL TOGETHER

- Case Studies
- Brain Storming
- Project Planning

