



Advanced Sales Management from SaaSy Sales Leadership

Bringing the applied science of emotional intelligence to developing the next generation of sales leaders.

The Advanced Sales Management program is a tailored approach that underpins tactical management training responsibilities with emotional intelligence awareness and development. Our training delivers individualized tactical prescriptions for managers, ensuring that everyone can leverage their unique strengths to excel in the role

Key outcomes:

- ✓ **Process consistency across the entire team**
- ✓ **Predictable revenue patterns with accurate forecasts**
- ✓ **Shorter ramp and higher retention for talent**

Program design

We will tailor our program design and delivery to your context, ensuring that every minute in training brings a high return on time and money invested. We pick from a core library of customizable modules such as:

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|---------------------------------|--------------------------|--------------------------------------|
| ✓ Management cadence (1:1s etc) | ✓ Building sales culture | ✓ Recruiting |
| ✓ Transition from IC to Manager | ✓ 5 roles of a manager | ✓ Feedback & difficult conversations |
| ✓ High-performance coaching | ✓ Forecasting | ✓ Opportunity inspection |
| ✓ Territory planning | ✓ Performance mindset | ✓ Performance management |

Training approach

We start each program by having every participant complete an Emotional Intelligence survey, which informs our RevenueEQ™ prescription engine. RevenueEQ™ is a system that delivers a custom guide for every module, based on an individual's EQ competency strengths. We have found that giving every manager an EQ awareness and development guide dramatically increases their ability to execute.

Training may be conducted in-person, or virtually, using our custom virtual learning campus – A unique experience that brings learning to life in a way that Zoom or Teams cannot. We emphasize experiential learning with case studies and group exercises incorporated in most modules. This approach allows your learners to *feel* what best practice is.

Your trainer is a former sales leader

Since our beginning in 2016 we have committed to ensuring that all our instructors have walked the walk. Your instructor will have a minimum of 10 years of professional experience in the role being taught, and 20+ years of total sales experience.

"The individualized guidance from the EQ assessment and prescription is something I have never seen before, and it made all the difference in behavioral change with our managers. Additionally, we now have a proven framework and reporting structure to help our reps and managers stay aligned and focused on our goals, and troubleshoot when things fall off track."

Dan Thompson, CRO, Greenlight

greenlight guru