

Sales Leader Navigator



The success of any sales organization—and its salespeople—is greatly impacted by the quality and effectiveness of its leadership. Sales organizations can change their future by developing their leadership talent to meet current and future needs. *Sales Leader Navigator* diagnoses the current state versus future needs for your sales leadership talent, guides the development investment for optimum effectiveness, and supports an environment where learning to better “lead the salespeople and manage the sales process” is an essential part of a sales leader’s job.

Sales Leader Navigator diagnoses where your sales leaders are in terms of the Integrated Leadership Model’s four roles. This 360-degree feedback instrument also measures the impact your sales leaders are having on the effectiveness of your sales process.

Two “off-the-shelf” configurations adapt the competencies from these roles to fit two leadership levels: Growth Sales Leader and Strategic Sales Leader. Strategic Sales Leader competencies, for instance, focus primarily on Visionary and Facilitator skills. This program configures easily to include different mixes of competencies across the roles to best describe your specific sales leadership environment and structure.

Program Outcomes

Sales Leader Navigator, as a diagnostic feedback instrument, adds value for individual leaders by powerfully highlighting what they need to develop. This program shows the gaps between the overall sales leadership talent the organization has and the sales leadership talent that the organization needs. This gap will help chart a path for the overall effectiveness of the leadership development investment. For individual sales leaders, identifying strengths and opportunities for development is a foundation to developing into better leaders.

Approach

Sales Leader Navigator provides high flexibility, from configuration and customization through data collection, feedback, planning, and beyond. Implementation starts with a Virtual Kick-Off Meeting to set expectations, gain alignment, and set up schedules. The process of collecting feedback is completely Web-based, and the Development Planning Session itself can be face-to-face or conducted as a webcast.

After the Development Planning Session, individual coaching may be recommended. This option can provide a wide variety of development activities to help leaders grow to the fullest degree possible. In the Organizational Results Planning Session, aggregate trends are reported to help your organization base its development investment priorities on facts.

Integrated Sales Leadership Model



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Sales Leader Navigator: Outcomes by Step

Step	Outcome
<p>Configuration and Customization (Optional)</p> <p>Select the most appropriate subset of questions from a database of 76 competencies and character elements to create the best fit and priorities for the level and needs of sales leaders; can also extend and modify the model and questions to include unique leadership behaviors</p>	Adaptation for unique needs and/or integration with existing competency models
<p>Virtual Kick-Off Meeting</p> <p>Engage participants, managers, and administrator in a short webcast to set expectations and answer questions</p>	Clarity on purpose, process, and payoff for participation
<p>Collect Feedback</p> <p>E-mail out requests for feedback to participants and their raters, track completion rates, and send out reminders as needed; provide real-time status access to client liaison</p>	Maximum and timely participation
<p>Development Planning Session</p> <p>Either in-person or via webcast, walk small groups through their feedback reports to ensure that all understand the important messages; point the way and help participants decide on development priorities</p>	Become aware of their strengths and development needs; obtain motivation and direction for development
<p>Individual Coaching (Optional)</p> <p>Provide a pre-set block of time for a coach to be available on an as-needed basis for individuals who may need a little more help or support</p>	Increased rate of successful development
<p>Organizational Results Planning Session</p> <p>Provide a briefing (usually via webcast) to senior stakeholders to report aggregate trends and insights about development needs at various organizational levels</p>	Able to prioritize development investments based on facts

Continued

Wilson Learning has a very flexible capacity for instruments like *Sales Leader Navigator*, customizing and delivering more than 400,000 reports in less than one year.

Continuing Development

Sales leaders plan and prioritize their continuing development as part of the feedback process. Sales leaders receive specific recommendations for how they can most effectively develop their capabilities in the form of on-the-job activities, books, and training courses.

Wilson Learning can support further development in the form of appropriate leadership development programs for group needs or coaching to meet individual needs.

Organizational Reporting

Results are combined in one or more organizational reports to show the actual patterns of strengths and development needs within the population of sales leaders.

As part of our standard service, we present these results in a webcast briefing to senior leaders, as described above. Many organizations use this report as a needs analysis to target their development resources where they are most needed. Optionally, reports can be generated for various subgroups of the whole organization to get an accurate reading of the specific development needs of leaders within a department or division.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.