



# The Certified Sales Leader Designation

The country's most comprehensive sales leadership certification program

## What CSL Delivers

CSL training focuses on the entire sales management skillset, supplying needed sales processes and tools while other programs focus only on selling skills or a single sales management skill.

The training is conducted in person by an experienced VP of Sales who will not only teach, but will coach and consult. CSL instructors have over 10+ years of successful, real-world, executive sales leadership experience and are adept at guiding the Sales Manager on how to apply the practical application of the program for future success.

### Participants Receive:

- › Strategic and tactical training: focusing on processes, procedures, strategy, planning, measurement, leadership and accountability of their team.
- › Hands on activities: role playing, company-specific assignments, coaching, thoughtful discussions, and application of tools.
- › Handbook of practical documents that can be utilized to lead their sales team.
- › Company-specific sales management evaluation tools: compensation plan review, CRM evaluation, key metrics determination, onboarding plan creation, etc.
- › Certification to ensure they have attained a high level of knowledge that is easily applied.
- › Post-class webinars for two months to provide additional training and coaching to reinforce key learnings, as well as to provide a platform to ask questions and to learn additional sales leadership best practices.

### Your Company Receives:

- › A well-trained Sales Manager to deliver on your company's revenue targets.
- › A Sales Manager who now has the skills and tools to manage their sales team to ensure goals and objectives are being met.
- › A Sales Manager who has earned a national designation in sales leadership and now has the skills, tools, documents and confidence to effectively lead their team to drive results into the future.
- › A leader who creates a vision, clearly communicates, measures and helps their team deliver revenue to the organization.
- › A leader who collaborates and works in partnership across the organization.
- › Ongoing training and information provided by the CSL Instructor and Sales Xceleration to your Sales Manager for future learning.



## Who Should be CSL Trained and Certified

- ✓ A valued member of your team who you want to invest in and have them grow with your company.
- ✓ A Sales Manager who is consistently missing revenue goals.
- ✓ A Sales Manager who is struggling - performance is inconsistent.
- ✓ A Sales Manager who has a team that is not focused, and better leadership would have the team performing at a higher level.
- ✓ Someone new to the leadership role, who doesn't have the skills or tools yet to properly lead, but has potential.
- ✓ Someone who has an attitude vs a servant heart – they have the skills, but their attitude will never allow them to maximize their talent.



## Face-to-face, in person training, not online

Your Sales Manager is instructed by someone who has actually done this type of work. The Instructors have a minimum of 10 years of executive sales leadership experience and is a Certified Trainer of the CSL program.

We aren't career facilitators. We are former corporate VPs of Sales who have led national and international sales teams, that can share that experience, and curriculum, with your Sales Manager.

## What the CSL Training Covers

CSL training consists of 16 lessons. These lessons offer comprehensive overviews, 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



Defining the Sales Strategy



Improving Poor Performance



Coaching Mindset/Culture



Ride-Alongs



Hiring



Getting the Best From Your Sales Team



Sales Team Meeting



One-on-One Meetings



Compensation



Company and Individual Business Plans



Onboarding



Roleplays



Forecasting



Customer Relationship Management (CRM)



Want to learn more about how the CSL training and certification program can help your business and Sales Manager learn and grow to deliver sales growth to your company?

Contact me to get started:



[CSLsalestraining.com](http://CSLsalestraining.com)