

WHAT YOU WILL TAKE HOME

Understanding

- Sales as a complex dynamic business system.
- Tools for leading the sales system to superior performance by focusing on constraints.

Experience

- Application to your own sales leadership challenge.

DATE, LOCATION

- 2 March 2010
- Ramada Encore, Geneva, Switzerland

PROGRAM

- 09:30-10:15 Principles of operational leadership
10:15-10:30 *Break*
10:30-12:00 Developing constraint focused operational sales plans
12:00-13:00 *Lunch*
13:00-14:00 Leading constraint focused sales plans
14:00-14:15 *Break*
14:15-15:30 Reviewing and adapting operational sales plans
15:30-16:00 How to implement DELTA T-Selling

WORKSHOP LEADER

Dr.D.Legat, Managing Partner, Delta Institute

PRICE

600 Euro per participant.
10% discount for 2 or more participants from the same company.

PRICE INCLUDES

- Food and beverage at breaks and lunch
- Participant workbook
- Book UNBLOCK THE POWER OF YOUR SALES FORCE! (Legat, Woehr)



Delta Institute Switzerland is an international network for research and development in the field of operational business leadership. It was founded in 2002 by Dr. Dietrich Legat and Dr. William A. Woehr – two top managers with life long experience in sales leadership and operational planning and leadership of businesses.

Contact: legat@delta-institute.com Web: www.delta-institute.com

QUESTIONS?

Dr. Dietrich Legat will answer your questions with pleasure. Please make a phone appointment by emailing to Legat@delta-institute.com

REGISTRATION

- By email to Info@delta-institute.com
- Please include the following details in your email: (we need them to stay in contact and to issue your invoice):

- Last name, first name
- Position
- Company
- Address
- Phone
- Email

PAYMENT

Please pay participation fee prior to the workshop. An invoice will be sent to you at least 3 weeks prior to the workshop

CANCELLATION

We charge cancellation fees as follows:

- 1 week before the workshop: 20%
- Less than 1 week prior to workshop: 100%
- If someone replaces you in the event: no charge.



**UNBLOCK
THE POWER
OF YOUR
SALES FORCE!**

**Workshop for
Chief Sales Officers**

**Lead your sales team to
top performance –
even in times of crisis**



Inhalt verantwortlich:
Delta Institute Switzerland S.A.
12, chemin de Pomone,
CH 1228 Plan les Ouates, Schweiz

DEMANDS OF MODERN INNOVATIVE CHIEF SALES OFFICERS

WHAT YOU WILL LEARN IN THIS WORKSHOP

WORKSHOP PROGRAM

<p>I AM A CSO OR WANT TO BECOME ONE</p>	<p>YOUR ROLE AS CHIEF SALES OFFICER</p>	<p>PRINCIPLES OF OPERATIONAL LEADERSHIP</p>
<ul style="list-style-type: none"> • What is my real job? • What is my role in company strategy and sales leadership? • How to lead sales to achieve significant, sustainable and profitable sales growth? 	<ol style="list-style-type: none"> 1. Take overall responsibility for your company's sales. 2. Define the strategy elements relevant for sales. 3. View and lead sales as a companywide system. 	<ul style="list-style-type: none"> • Role and challenges • Company strategy and sales strategy • Operational sales leadership
<p>HOW TO CREATE OPERATIONAL SALES PLANS WHICH TRULY DELIVER MY GOALS?</p> <ul style="list-style-type: none"> • How to develop a plan for my sales organization - a complex, dynamic organization with communities of strong personalities, divergent products, geographies, branches, key accounts? • How to make sure that my plans actually will achieve my goal? 	<p>TAKE CHARGE OF LEADING YOUR COMPANY SALES OPERATIONALLY</p> <ol style="list-style-type: none"> 1. Set the right goal. 2. Get the right people to commit to the right results, 3. Focus commitments on resolving constraints in your sales system. 	<p>DEVELOPING CONSTRAINT FOCUSED OPERATIONAL SALES PLANS</p> <ul style="list-style-type: none"> • Setting the right sales goals. • Understanding your sales system. • Developing constraint focused operational sales plans - on company level and for sales units - products, geographies, segments, accounts.
<p>HOW TO LEAD?</p> <ul style="list-style-type: none"> • How to make my sales plans deliver? • What should I demand from my team to ensure that my sales plans deliver my goals? • What should I do myself? 	<p>DON'T TAKE YOUR EYES OFF YOUR GOAL FOR ONE SECOND</p> <p>Keep the goal always clear in everyone's mind. Lead your team to deliver on their commitments.</p>	<p>LEADING EXECUTION OF CONSTRAINT FOCUSED OPERATIONAL SALES PLANS</p> <ul style="list-style-type: none"> • Key events schedule. • Tracking the goal. • Tracking delivery of commitments.
<p>HOW TO ADJUST MY PLANS?</p> <ul style="list-style-type: none"> • Which elements of my plan must I adjust when the sales situation changes? • How do I adjust my plans without creating havoc in my sales organization? 	<p>SYSTEMATICALLY CHECK YOUR OPERATIONAL SALES PLAN</p> <p>Adapt the key operational elements of your plan to new understanding of your sales situation.</p>	<p>CHECKING AND ADJUSTING CONSTRAINT FOCUSED OPERATIONAL SALES PLANS</p> <ul style="list-style-type: none"> • Dynamic planning methods: PDCA, PSC, OODA. • Systematic checking of operational sales plans. • Finding and resolving constraints.
<p>WHAT NEXT</p> <ul style="list-style-type: none"> • Where do I find the tools for constraint focused sales leadership? • How do I introduce this new approach to leading sales? 	<p>DRIVE A TRANSFORMATION PROJECT</p> <p>Lead this project to its goal: Increased growth in sales at competitive cost model.</p>	<p>HOW TO INTRODUCE DELTA T-SELLING</p> <ul style="list-style-type: none"> • DELTA T-Selling, the sales leadership system. • Leading a DELTA T-Selling project to success