

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 systems constraints.

Experience

- Application for the own sales leadership challenge.

DATE, LOCATION

Please see our website www.delta-institute.com

PROGRAM

09:30-10:00 Principles of operational leadership

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 DELTA T-Selling and how to implement it

WORKSHOP LEADER

Dr.D.Legat, Managing Partner, Delta Institute Switzerland

PRICE

600 Euro per participant.

10% discount for 2+ participants from same company.

PRICE INCLUDES

- Food and beverage at breaks and lunch
- Participant's workbook
- Book THE LOGICAL THINKING PROCESS (Dettmer)
- including free software TLT
- Book UNBLOCK THE POWER OF YOUR SALES FORCE! (Legat, Woehr)

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
- In your email please include the following items (we need them to stay in contact and to issue your invoice):

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

PAYMENT

Please pay your participation fee before the event. To make this possible we will send you an invoice 3 weeks before the event.

CANCELLATION

We charge cancellation fees as follows:

Cancellation up to 1 week before the event: 20%
At shorter notice: 100%

If someone replaces you in the event: no charge.



**UNBLOCK THE POWER
OF
YOUR SALES FORCE!
Workshop for
Chief Sales Officers**

**Leading sales to
top performance
- even in crisis time.**



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: Dr. Dietrich Legat - legat@delta-institute.com. Web: www.delta-institute.com

CATALYSTS - founded 2005 by Dr. Christoph Steindl - is an innovative company offering training, consulting for software developers and assistance in projects and product development in information technology. In their seminar program CATALYSTS have specialized in modern approaches to lead projects and businesses - by offering for instance seminars on Theory of Constraints by Bill Dettmer.

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Publisher:
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QUESTIONS OF MODERN INNOVATIVE CHIEF SALES OFFICERS

ANSWERS GIVEN BY THIS WORKSHOP

PROGRAM ITEMS

SOMETHING IS WRONG

- I set high sales goals. I cut cost wherever I can. I have a modern reporting system. I give all freedom to my sales managers. I work day and night.
- Still: I am not satisfied with the results.
- **How to lead my sales organization to achieve significant, sustainable and profitable sales growth?**

Understand your CSO job as operational sales leadership:
1. Set the right goal.
2. Get the right commitments.
3. Make sure they deliver.

PRINCIPLES OF OPERATIONAL SALES LEADERSHIP

- Operational leadership, defined.
- Leading sales operationally.

HOW TO PLAN - TO CREATE OPERATIONAL SALES PLANS WHICH ACTUALLY DELIVER MY GOALS?

- **How to plan** my sales organization - this complex, dynamic organization and communities of strong personalities - and of products, geographies, branches, key accounts ?
- How to make sure that my plans actually will **achieve my goal?**

Set the right goal.
Get the right commitments.
**Focus on resolving
the constraints
in your sales system.**

DEVELOPING CONSTRAINT FOCUSED OPERATIONAL SALES PLANS

- Setting the right sales goals.
- Understanding the sales system.
- Developing constraint focused operational sales plans - on company level and for sales units - products, geographies, segments, accounts.

HOW TO LEAD - TO MAKE MY SALES PLANS ACTUALLY DELIVER?

- What should I demand from my team to ensure that my sales plans actually deliver my goals?
- What should I do myself?

**Don't take your eyes off your goal
for one second.**

**Lead your team to deliver
on their commitments.**

LEADING EXECUTION OF CONSTRAINT FOCUSED OPERATIONAL SALES PLANS

- Key events schedule.
- Tracking the goal.
- Tracking delivery of commitments.

HOW TO ADJUST MY PLANS - WITHOUT CREATING HAVOC IN MY SALES ORGANIZATION?

- Which elements of my plan do I really need to adjust when the sales situation changes?

**Systematically check
your operational sales plan.**
**Adapt the key operational elements
of your plan to new understanding
of your sales situation.**

CHECKING AND ADJUSTING CONSTRAINT FOCUSED OPERATIONAL SALES PLANS

- Methods for dynamic planning: PDCA, PSC, OODA.
- Systematically checking operational sales plans.
- Finding and resolving constraints.

NOW WHAT

- Where do I find the tools for constraint focused sales leadership?
- How do I introduce this new approach to leading sales?

Define a transformation project.
**Lead this project to its goal:
increased growth in contribution margin.**

DELTA T-SELLING AND HOW TO INTRODUCE IT

- DELTA T-Selling, the sales leadership system.
- Leading a DELTA T-Selling project to success.