



STEVE HERZBERG - PRESENTING, LEADERSHIP, SALES

Leading a high performing sales team



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Leading a high performing sales team program

The program is delivered either as 5 half day modules or as a combination of both half and full day modules. I normally recommend one module is delivered every 4 weeks, although this can be adjusted depending on your needs, geographical considerations and time frames. All sessions are delivered as face to face highly interactive workshops. Ideally all of the sales leadership team should attend all of the sessions.

There are 5 modules in this program:

1. What makes a great sales manager
2. Communication skills using DISC profiling
3. In field coaching and providing effective feedback
4. Data management and goal setting for sales managers
5. High performing sales teams

Modules for the Sales Leadership program:

Modules	Content
<p>Module 1</p> <p>What makes a great sales manager</p>	<ul style="list-style-type: none"> • The 4 key traits sales leaders need to master • The difference between strategic and reactive leadership • Understanding the mindset of your sales people • The 5 ingredients in charismatic leaders • Useful tips for keeping yourself motivated as a leader • Allocating the right amount of time to the right people • How to balance developing relationships with obtaining results • Helping your sales people to build solid repeatable sales habits • Helping sales people to segment their customers properly • Getting comfortable with the concept of change • How to say NO more often to become more effective • Are you managing your sales people or leading them • Taking control of your inbox and properly managing your diary

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Modules	Content
<p>Module 2</p> <p>Communication skills using DISC</p>	<ul style="list-style-type: none"> • Understanding your natural leadership style • Improving your awareness of your emotional intelligence • Assessing your listening skills and your cultural biases • The difference between empathy and sympathy • Understanding your adapted leadership style • Effective strategies for dealing with difficult people using DISC • Adapting your leadership style based on DISC • Going in to character when you are in front of your staff
<p>Module 3</p> <p>In field coaching and providing effective feedback</p>	<ul style="list-style-type: none"> • Making the most from field visits with sales people • Finding the right balance between space and structure • The GROW coaching model • 3 Types of sales coaching calls – Joint, Training and Coaching • Assisting your staff to solve their own problems • The Skill v Will coaching model • Catching people doing things right. The 5:1 ratio • 16 reasons why sales people don't do what they should do • The difference between following up and micro managing • When and how to provide feedback – the A.I.D. model • How to act and process the feedback you receive
<p>Module 4</p> <p>Data management and goal setting for sales managers</p>	<ul style="list-style-type: none"> • Assisting your staff to set and achieve realistic goals and targets • Why most personal goals are never achieved • The link between goal setting and personal and career success • Why incentives and targets don't work for every sales person • Setting realistic team goals and targets • Maintaining momentum through tough times • Building resilience - the 30 day challenge • How to predict future results more effectively • Empowering your staff to achieve their goals • Breaking down annual targets into bit size pieces

<p>Module 5</p> <p>High performing sales teams</p>	<ul style="list-style-type: none"> • The leaders role in building a high performing team • Creating the vision for your team • Staying in track when the going gets tough • Building a culture of excellence in your team • 7 ingredients in a high performing team • Attracting high performers to join your team • What should you do about under performers • How to gain contributions of value from each member of your team • Assessing the strengths and the gaps of your team • 7 strategies for motivating your staff • How to attract and retain great people to your team
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Testimonials

“Steve's confidence, enthusiasm and clear strategies for development have been incredibly well received by leaders at all levels in my organisation. Anyone who attends a program run by Steve is sure to build his/her skills in sales, leadership, coaching and above all come out motivated, humoured and excited about achieving their goals. Thanks Steve - I'm a big supporter of what you do!”

Jennifer Todd-Wilson, Regional Human Resources Manager - Oceania & Japan, Xylem Water Solutions Australia Limited - May 2015

“Over the past decade, Steve has worked with a diverse range of teams within Cengage Learning Australia with a particular focus on our sales teams. Steve brings to the table a unique blend of skills training and experiences in an engaging and entertaining format. Steve understands the link between strategy and motivating the people in an organisation to execute it. We have always found his feedback direct and honest and his intention is to work on improving the business and the people in it.”

Paul Petrulis, General Manager Higher Education, Cengage Learning Australia - April 2015

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Your coaching for this program - Steven Herzberg

Getting your people to continue to perform at their best can be a huge challenge.

I have successfully run my own business, NRG Solutions, since 2005.

Persistence, drive, relationships and determination are the key ingredients for success in business.

From my experience, professional development will only be effective if the presenter finds the right balance between their approachability and their credibility.

The experience and skills that I bring to every assignment will help your people to achieve better results, faster.

I am able to achieve this by;

1. Listening closely to your brief
2. Developing a clear plan that is focused on achieving results by a set date
3. Delivery of highly engaging corporate training and business coaching programs

Why is Steve different to other Corporate Trainers and Business Coaches?

1. He combines his subject matter expertise with being an outstanding coach. He has 30 years of coaching experience. This combined with playing professional sport (cricket) has helped him to understand what it takes for people to be successful.
2. Every client has different needs. Steve adapts his style and his approach to reflect the needs of the people on his programs. This leads to higher levels of audience engagement, better focus and achieving a stronger return on your investment.
3. He ensures that every session is audience focused and full of energy (NRG) and fresh ideas. The name of his company is NRG Solutions. NRG refers to energy. For people to perform at their best, they need NRG. Every session that he delivers will leave your team feeling re-energized.

How could Steve help you and your company?

1. Sales Training - Lift your sales results, refine your sales process, raise sales activity and morale
2. Leadership Training - Strengthen skills, improve thinking and lift the attitude of your leadership group
3. Presentation Skills - Turn your team into more effective, dynamic and engaging presenters

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Who does Steve work with?

Clients include: ANZ bank, Microsoft, Cengage Learning, Cohen Handler, Xylem, Kemp Strang Lawyers, Blake Education, The Fred Hollows Foundation, The Big Issue, The Salvation Army, 3P Learning, The Green Building Council of Australia and many more.

Qualification and background

Steve has a Bachelor of Business degree with a Marketing major. In the 1990's, he played state cricket for WA and Tasmania, and county cricket in England. For the past 15 years he has worked with some of the leading companies in the world and they continue to reengage him.