ATD
Re-Envisioning Leadership: Building Resilience & Agility Within Teams

criteriaforsuccess
1.

Context
Where does Leadership Live?
Management is granted by appointment
Leadership is granted by permission
Leaders create context
create new contexts with new questions
What’s possible?
What’s possible for you?
2. Growth
Let’s talk about Operating States
Build Resilience & Agility For:

1. More perspectives
2. Contribution
3. Creativity
4. Trust & psychological safety
5. Best practice execution
3. Support
Use the PLAYBACK model
Permission to coach
Listen
Ask for their desired outcome
Your desired outcome
Buy-in
Ask clarifying questions
Coach
Key takeaways
4. Execution: Focus on Revenue Growth
Transfer knowledge
Develop a Sales PlayBook

Prospecting
- Targeting
- Prospect-matching
- Lead Sources
- Lead Process
- Asking for Referrals
- Networking
- Phone Scripts
- 30-Sec Intros
- Email Templates
- Inbound Marketing

Selling
- Prospect Qualification
- Value Proposition
- Running a Selling Event
- Problem/Opp. Matrix
- Common Concerns
- Success Stories
- Objections & Responses
- D.E.A.L. Follow-Up Email
- Going for No

Support
- Sales Management
- Marketing
- Operations
- Human Resources
- Finance
- Executive Leadership

System
- Entering Leads
- Assigning Leads
- Following up on Leads
- Lead Stages
- Qualifying Process
- Nurturing Leads
- Opportunity Stages
- Won Opportunities
- Entering Activities
- Conducting Analytics

Team
- Sharing Successes
- Sales Team Meetings
- Competitor Information
- Accountability
- Sales Team Forums
## Grow Buyer Relationships

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<thead>
<tr>
<th>Buyer Relationship</th>
<th>Sales</th>
<th>Marketing</th>
<th>HR</th>
<th>Operations/Delivery</th>
<th>Finance</th>
<th>Leadership</th>
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It’s less about where you’re getting to
And more about where you’re coming from