



# David Forman

## Strategic Sales Leader

Lead your team to greater results!

Develop your leadership skills and the confidence to build and leverage a high performing sales team, who delivers on strategy and results.

### Ideal for:

Any sales leader with responsibility for one or more salespeople, wishing to access latest thinking and tools.

### By the end of the workshop you will be able to:

- ▶ Understand and apply leadership principles in the knowledge worker age
- ▶ Develop enhanced trust and credibility, both internally & externally
- ▶ Establish clear team and individual goals and develop strategies to achieve them
- ▶ Apply proven motivational tools to improve the performance of your team
- ▶ Increase personal power and transformational leadership
- ▶ Effectively coach your team to overcome barriers and achieve their highest potential
- ▶ Lead with greater self confidence
- ▶ Improve sales performance and results.

### What's involved:

- ▶ Personal objective setting and creation of a feedback loop with your Manager
- ▶ 3-day face-to-face workshop, led by one of our team of Facilitators who are business professionals and bring relevant and recent experience to add to their considerable skills in the room!
- ▶ Workbook, tools and templates for you to take back to your role and start using immediately
- ▶ Development of an action plan, along with an application project which focusses on using your new skills back in your role on a real piece of work, that will benefit you and your organisation
- ▶ David Forman certificate awarded upon completion

## Contents includes:

- ▶ Leadership styles / Leadership v Management
- ▶ Lifting team engagement
- ▶ Building trust
- ▶ Understanding and building power
- ▶ Attitudes & expectations / Will v skill
- ▶ The power of focus
- ▶ Setting Wildly Important Goals
- ▶ Types of coaching
- ▶ The coaching benchmark
- ▶ NEED coaching model
- ▶ What makes people tick?
- ▶ Performance conversations
- ▶ Effective feedback & praise
- ▶ Win:Win Performance Agreements
- ▶ Leading yourself
- ▶ Delegation

## Investment:

Available as a public programme at **\$2,295 + GST**.

Book and pay 30 days in advance for an earlybird incentive rate of **\$1,995 + GST**.

Book three or more people at once to any of our programmes and receive an **additional 10% incentive**.

## Need tailored training?

[Get in touch](#) to talk about having us come to you and tailor this specifically for your team.



## What people have said after completing this programme:

“Getting into the mind-set of being a leader and a coach, but also understanding when being a “Manager” is also required and appropriate. I now understand and can articulate why I do the things I do, and what is and isn't working well for me.”

[Sales and Marketing Manager](#)

“The course was very tailored to what I need in management/leadership terms...it was all spot on in terms of the GROW model, giving feedback, coaching others. Exceptionally relevant, and expertly delivered”

[Sales Director, GM Sponsorship](#)

“I wanted to say thanks for the three days, it was undoubtedly the best course I have been on (and during my working life I have endured a number!!). I have started to put a number of the learnings into play (actually from the very next day) ...all of which have helped me immensely. I look forward to putting more of what I learnt into play over the coming weeks”

[Sales Manager, Lotto NZ](#)

Find out more about our workshops at [davidforman.co.nz](http://davidforman.co.nz)  
or call us on 09 912 9770