

Manager to Mentor[®]

Manager to Mentor: The Transition to Sales Leadership[®] is a prescriptive learning experience for sales managers. The CheckUp for Sales Management Professionals[®] is the catalyst for the program - a learner's assessment that gives managers an evaluation of their current level of competency and skill in four important sales leadership areas: Setting Standards, Scouting Talent, Leading People, and Developing Talent. With their CheckUp[®] lab reports, managers begin working with insight about the skills that will require special concentration during the learning program.

In order to close skill gaps and incorporate new techniques, salespeople must change the way they sell. Changing habits and perfecting new techniques takes time and practice. Therefore, the sales leadership group plays a key role in the process when, after the conclusion of Phase One of RxSales[®] (learning transfer in The Clinic[®]), they take on the work of performance coaching.

The focal point of the program is the sales leadership skill bank of Part 2, The CheckUp for Sales Management Professionals[®]. In Manager to Mentor[®], managers discuss fifteen approaches and strategies, used by peak performing sales leaders who constitute the benchmark for this assessment. Manager to Mentor[®] includes several learning and delivery platforms in Phase One:

- ❑ Online learning in The Clinic for Sales Professionals[®], with a schedule identical to that of the salespeople. This includes 37 learning activities.
- ❑ Participation in five Spot Conditioning Clinics (4-5 hours each), for the salespeople who are engaged in the learning program.
- ❑ Five workshops, or "clinics", following Spot Conditioning Clinics. Ideally the Manager to Mentor[®] workshop is scheduled immediately following the Spot Conditioning Clinics.
- ❑ Five CheckPoint meetings between the AECS Consultant and each manager. These meetings allow the consultant to mentor new coaches, on a one-to-one basis, using coaching assignments as a basis for discussion.

The goal of the program is to equip the sales management group with essential sales performance coaching skills so that they help members of their sales teams adopt new supportive beliefs about sales, improve client-centered selling skills, and reach new levels of consistent sales performance.

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MANAGER TO MENTOR[®] provides practical application for many sales leadership practices. In addition, joint coaching assignments enable sales managers to apply new learning with members of their sales team and receive feedback on performance.

Orientation:
Introduction to Performance Coaching

Clinic 1:
Setting Standards

Clinic 2:
Setting Goals

Clinic 3:
**Developing Talent
Scouting Talent**

Clinic 4:
Impacting Others

Manager to Mentor[®] also examines leadership themes that are the foundation for effective performance coaching and mentoring. This makes it possible for sales team members to achieve their full potential and become consistently productive.

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