



**STRATEGIC
SALES
SOLUTIONS**

CSL
CERTIFIED SALES LEADER



96%
of Sales Managers want
Leadership training but
aren't getting it

16 Lessons,
8 weeks of face-to-face
training, focusing on sales
leadership

Sales Leadership Training Guaranteed to Pay for Itself!

See an increase in sales of 10-15%+ within one year

A great Sales Manager is often promoted because they can sell, but what is overlooked is that they haven't been *taught how to lead* a sales team. This is where the Certified Sales Leader training and certification comes in. We help Sales Leaders to expand and build their skill set to drive record breaking sales.

The Curriculum Covers:

CSL training consists of **16 lessons** including exercises and tools to ensure your Sales Manager understands the topics and develops the skills to implement these proven practices for your company.



Creating an Environment of Sales Success



Understanding Your Client



Sales Team Meeting



One-on-One Meeting



Compensation



Defining the Sales Strategy



Improving Poor Performance



Coaching Mindset/Culture



Company Business Plans



Onboarding



Roleplays



Ride-Alongs



Hiring



Getting the Best From Your Sales Team



Forecasting



Customer Relationship Management (CRM)

CSL Training Provides

- ▶ Training that focuses on the **entire sales plan**, from growing management skills to implementing the right sales processes.
- ▶ Classes conducted by an **experienced VP of Sales**, who teach Sales Leaders the skills they need to run a high-performing team.
- ▶ A **local network** of Sales Leaders in the community to call upon when needed.



PLUS Four Additional Virtual Classes To Expand Knowledge and Revisit Lessons Learned

CSLSalesTraining.com
S3Selling.com