



McCORMICK
TRAINING
Since 1986

The Principles of Sales Leadership



- Introduction to the dynamics of a **VUCA World** (Volatile, Uncertain, Complex and Accelerated) and the need and **how to embrace change**
- Developing a **Personal Culture of Sales Accountability**
- The vital importance of **Maintaining a Positive Attitude** through developing Personal Wellbeing
- Introduction to the **Fundamental Shift in Selling** through moving from Value Communication to **Value Creation**
- Creating Value through the **introduction of Sales Leadership Principles**
 - Modelling the Way
 - Inspiring a Shared Vision
 - Challenging the Process
 - Enabling others to Act
 - Encouraging the Heart
- Summary of **Customised Outcomes, Action Plans and Progression Map**



DURATION?
2 HOURS
ONLINE



COST?
R8 000 + VAT (UP
TO 20 DELEGATES)

