



LEADERSHIP: WHAT HAPPENS IF YOUR SALES TEAM MISSES FORECAST AGAIN?



Want to grow your sales? Then grow leaders!

Far too many companies rely on end-of-quarter heroics to hit their numbers, leaving their people exhausted and their margins squeezed by the last-minute discounts and special terms needed to get deals across the finish line. Quarter after quarter sales managers swear they'll make their numbers, but deals push farther and farther out. It doesn't take long for that numbing cycle to put a company (and maybe even your career) in the ditch.

If you scratch the surface on that problem, you'll discover that most sales managers haven't been formally trained on the skills that determine success, like forecasting, recruiting, coaching, mentoring, motivating and holding their people accountable. Turns out a majority of these managers were great salespeople in their day, but are failing as leaders. And it's killing them because they don't know how to pass their skills along to their team.

This is a flawed strategy in pro sports (How many Hall of Fame athletes became great managers? Almost none!), and it's a flawed strategy in business.

Successful sales managers win by recruiting the right salespeople, setting individual behavior plans, then motivating them to overachievement. Supplemented with timely coaching and a strong dose of accountability, this approach is the key to success.

With that in mind, are you willing to throw your best salesperson to the wolves as an untrained manager? Are you contemplating going the recruiter route and taking your chances on an outside hire? Or are you ready to turn your potential managers into great managers with the Sandler Sales Management system and mentorship?

Market Sense, a licensed Sandler Training Center, is here to make that happen.

You may know Sandler as the gold standard of sales training, but our leadership training is what your prospective leaders need to hit the ground running and drive your company forward.

When you invest in our program, the raw talent you've seen in your company can be transformed with four days of world-class leadership training focused on critical skills like recruiting, onboarding, motivating and coaching your team. Then we help sustain their momentum with a year's worth of access to our unmatched library of online training resources.

Your company deserves more of the strong leadership that has carried it this far. Our training and support can free you up, energize your company and keep you moving into that future you deserve.

Let's work together and accelerate your company into the fast lane.

Join Karl Scheible and his team at Austin-based Sandler Training for their 4-day **Sales Leadership Academy** and learn to lead and build your team with:

RECRUITING*

- Marketing the position to drive more applications
- Prescreening talent before they are interviewed
- Conducting effective and efficient interviews
- Accurately hiring "A" players
- Onboarding the new hires – setting them up for success

**When clients follow our system, the candidates our assessments recommend for hiring have a 92% chance of being in the top half of their sales team in six months.*

COACHING TO SUCCESS

- Reduce the need for managerial intervention during the sales process
- Reduce turnover due to under-performance
- Improved communication when giving feedback
- Change behavior permanently

KNOWING YOUR TEAM

- Understanding people and what makes them want to be successful
- Motivating your people to overachieve on a consistent basis
- Creating culture of accountability and self-discipline
- Improving morale and raising the team's self-esteem

FORECASTING WITH PRECISION

- Learn to properly stage the pipeline
- Build individual behavior plans for yourself and your people
- Choosing the most effective metrics and then using them
- Strategies for eliminating delayed closings

Students in our **Sales Leadership Academy** will not only receive world-class training and a full year of online reinforcement, but also:

1. Sales leadership assessment
2. One year access to Sandler online
3. A copy of "Sandler Rules for Sales Managers"
4. A copy of "Transforming Leaders the Sandler Way"
5. A copy of "Succeed the Sandler Way"
6. Class materials
7. Admission to a Sandler 2-day sales boot camp
8. Two 50%-off coupons for Sandler sales boot camps
9. "Management and Sales Tactics" newsletter

Sign up soon!

Our classes are limited to 21 students each.

2018

	TUE	WED	THU	FRI
JAN	16	17	18	19
APR	10	11	12	13
JUL	17	18	19	20
OCT	9	10	11	12

Go to www.ms.sandler.com/signup to register.





Karl Scheible

“I help companies develop leaders because one bad hire can cost tens of thousands of dollars in the form of long ramp-up time, lost deals, and missed forecasts. I’m so certain of the positive impact of our leadership training that I guarantee a full refund if a student is not fully satisfied.”

After successfully founding, leading and selling a business in upstate New York, Karl moved to Austin and got to work mentoring business owners and executives in sales growth and maximum profitability. To maximize his impact, Karl opened Market Sense, a Sandler franchise putting students on the fast track with best practices in sales strategy, leadership, enterprise selling and general sales.

Market Sense has since guided more than 30 Market Sense clients onto the Austin Business Journal’s “Fast 50” and the INC500 lists. Collectively, Market Sense clients have grown more than a billion dollars in sales.

In 2015, Sandler recognized Karl’s outstanding contribution to the Sandler network with the David H. Sandler award. A year later, Karl wrote and published “*Succeed the Sandler Way*,” a best-selling narrative of 14 Austin-area professionals who grew their business using the Sandler principles.

Karl teaches sales at the ACTON School for Entrepreneurship and is an active member of the Young President’s Organization.

ABOUT SANDLER

Sandler Training Centers are known the world over as the place to accelerate business success for individuals and the companies they serve. Staffed by successful sales and management veterans, they deliver the proven Sandler sales methodology that fosters an attitude of leadership and empowers the behaviors, attitudes and sales skills on the path to lasting success. With local training centers in more than 250 U.S. cities and nearly 30 countries, Sandler is the gold standard for career- and company-transforming training.

Visit www.ms.sandler.com to learn more about Karl and his team.



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