

IMPACT

SALES LEADERSHIP SYSTEM

The **IMPACT Sales Leadership System**, a simplified framework to drive winning performance.

IMPACT is both a training curriculum and an ongoing guidebook for sales leaders at all levels of experience—to ensure they make the right **People** decisions, follow the best **Processes**, and engage in effective **Planning** to deliver Top **Performance**.

People

1. Talent Defined
2. Recruitment
3. Selection
4. Pre-boarding
5. Onboarding
6. Development
7. Engagement

Process

1. Sales Structure
2. Sales Process
3. Account List Management Strategy
4. CRM and Sales Enablement
5. Individual Focus Meetings
6. Sales Meetings
7. Training

Plan

1. Annual Sales Plan
2. Sales Calendar
3. Pricing Strategy
4. Sales Plays
5. Target Drives
6. Key Account Growth Planning
7. Sales Diagnostic

Performance

1. Department Revenue Goals
2. Setting Individual Expectations
3. Performance Tracking
4. Leading Indicators
5. Pipeline Management
6. Compensation Plan
7. Accountability