

SALES LEADERSHIP JOURNAL



the **sales** consultancy

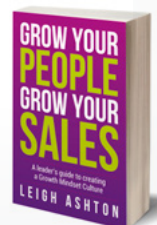
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INTRODUCTION

What do you want to achieve as a result of reading this book?

What would need to happen for this book to have a big and positive impact on your sales leadership and on the development of your team?

What are the three most important things you want to achieve as a sales leader?



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CHAPTER 1: WHAT MAKES A GREAT SALES LEADER?

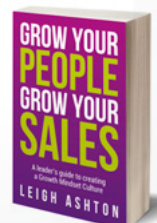
As you come to the close of the first chapter it's time to think about what actions you're going to take as a result of what you've read so far.

Your actions need to improve your sales leadership skills for the benefit of your team.

Go for the quick wins to start with... always good to feel like a winner in the early days. Good to build your muscles for the more challenging stuff to come ;)

Your Priority Actions:

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CHAPTER 2: THE IMPORTANCE OF HAVING A SALES LEADERSHIP MISSION

It's time to think about what actions you're going to take as a result of reading Chapter 2.

For the best results, work on your sales leadership mission, and review the 10–80–10 Rule in relation to your team.

Actions should follow the Five Keys to Sales Leadership Success outlined in this chapter to improve your skills for the benefit of your team, so focus on your outcome, actions, desired impact, flexibility in your approach and rapport.

Again, you should aim for some quick wins to start with – this is a great way to build your muscles and confidence for what comes next.

Your Sales Leadership Mission:

Your Priority Actions:



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CHAPTER 3: THE MINDSET CHALLENGE

It's time to think about what actions you're going to take to improve your sales leadership skills and team relationships as a result of what you've read in this chapter.

Consider what concepts resonated with you most.

You could get to grips with the concept of TFAR by practising it yourself before thinking about how you can use it with your sales team.

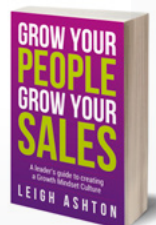
Or you could look for opportunities to nudge your team members into the Learning Zone.

First...identify the excuses you commonly find yourself reaching for so that you can more easily recognise the excuses you hear most frequently from your team.

What are the reasons and excuses you use most?

What negative impact do they have on your leadership and your team?

Your Priority Actions:



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CHAPTER 4: HOW BELIEFS IMPACT WELLBEING AND PERFORMANCE

Think about what actions you're going to take as a result of the exercise you've completed in this chapter.

You may choose to eliminate additional negative beliefs of your own before using this approach with your team, or you may choose to help a member of your team who's finding it particularly hard to get past their negative thoughts.

Focus on the actions that will create the biggest positive impact on your own and your team's mindset and behavioural change will quickly follow.

If you would like a guided audio version of the exercise, to use yourself or with your team, you can download the audio here: www.sales-consultancy.com/book-resources

Your I Can't List:

Your Priority Actions:



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CHAPTER 5: CREATING A HEALTHY SALES GROWTH MINDSET CULTURE

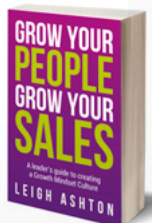
It's time to think about what actions you're going to take to create a Sales Growth Mindset Culture.

Be sure to focus on actions that improve your sales leadership skills for the benefit of your team. Actions that help you to become a Sales Growth Mindset Leader and develops a Sales Growth Mindset Culture along with the psychological safety that supports growth, evolution and success.

Use the seven leadership traits as a guide and start with the traits that are a quick win for you. This will help build your confidence to tackle the more challenging ones as you evolve.

Your Priority Actions:

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CHAPTER 6: UNDERSTANDING YOUR PEOPLE

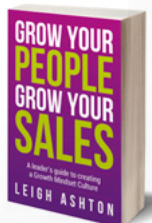
It's time to identify the preferences of each of your sales team so that you're can more effectively support and develop them going forward.

On the next page you'll find a Meta Programme Preference template to record the preferences of each of your team. You can also download an [XL spreadsheet template here](#)

Be sure to focus your actions on improving your leadership and influence with each person, taking their preferences into account...then evaluate the results you get.

It's much easier to focus on one Meta Programme at a time. I would suggest you start with Towards/Away From, as this is the easiest to notice and act on. It's also the one that will have the biggest impact on increasing the motivation in your team.

Your Priority Actions:



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CHAPTER 7: COACHING

What actions are you going to take to improve your coaching skills?

Be sure to focus on actions that improve your coaching and sales leadership skills to help you develop a strong Sales Growth Mindset Coaching Culture.

Start by doing using coaching questions in conversation ...this is the easiest way to practice coaching every day and will integrate your skills in the shortest time.

You can then move on more confidently to formal, one-to-one coaching sessions with each member of your team.

You can download the GROW Coaching Model Question Bank here:

www.sales-consultancy.com/book-resources

Your Priority Actions:

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CHAPTER 8: TOUGH LOVE

It's time to think about what Tough Love conversations you might have been putting off. Which of these conversations can you have now that you have a framework to support you?

Be sure to focus on actions that improve your ability to have these meaningful conversations that have such a positive impact on creating a Sales Growth Mindset Culture.

Go for the easiest Tough Love conversation first – it's always good to practice by addressing a simple issue before tackling the more challenging conversations.

Your Priority Actions:



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CHAPTER 9: GETTING TO KNOW YOUR SALESPEOPLE

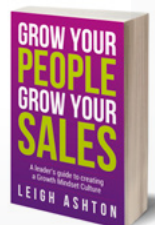
It's time to think about your next steps towards completing your Reality Checks. Which of your team will you start with?

Be sure to focus on facts and examples that improve your clarity and understanding so that you can develop the 80% salespeople in your team, generate increased sales success and create a healthy Sales Growth Mindset Culture.

Again, go for the quick wins first. This will help you to become more proficient at separating facts from assumptions before you move on to the more challenging Reality Checks later on.

Your Priority Actions:

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CHAPTER 10: SALES AND SPIRITUALITY

This has been quite a different chapter and you may want to approach what you do next differently.

I would recommend you take some quiet time to reflect on your own values, the things that allow you to show up as your best self. If you're feeling stuck, ask yourself, 'What would my best self do right now?'

Write down your values below so that you can continually remind yourself and refer back to them as your overarching guide.

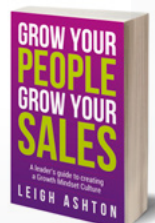
This part of the work is a slow burn, the long game. It will unfold over time and, if you're up for it, the rewards far outweigh the effort of making changes.

Decide for yourself how you want to do this and commit to five minutes each day where you think about your approach. Your journey will start to evolve from your daily practice of contemplation.

Take gentle steps to improve or increase your actions, aligned with your values, that create a happy and healthy Sales Growth Mindset Culture.

Your Values:

Your Priority Actions:



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CHAPTER 11: YOUR LEADERSHIP JOURNEY

This is a book that you can read time and time again. Each time you do, you'll get something new from it because you will always be starting from a new standpoint. You will have developed because of what you've read, what you've implemented and the results you have experienced.

This creates wisdom. The wiser you get, the deeper you can go.

You can also use this book as a reference. Dive into whatever chapter you need in the moment and return to the journal you've kept along the way, adding new insights as they occur.

Now it's time to think about your next steps. What are they for you?

How can you serve your team by stepping up as a Sales Leader beyond where you have been up till this point?

You get to choose...choose wisely!

Your Priority Actions:

I'm so thrilled that you chose me to be part of your sales leadership development journey... it's been an honour.

I would love to hear your success stories...you can [share them here](#)

