

## LEADERSHIP LEARNING JOURNEY EXAMPLE

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### Leadership 101

1. New Learner Track
2. Role Overview
3. Successful Staffing
4. Effective Interviewing
5. The Commercial Strategy
6. Sales Enablement

### Leadership 2.0

1. Running Productive DBRs
2. Mastering 1:1s
3. Coaching & Counseling
4. Performance Reviews
5. Managerial Courage
6. Power of Accountability

### Leadership 3.0

1. How to Lead a Successful Sales Culture
2. Goal Planning & Delivery
3. Strategic Planning
4. Working with Intermediaries & Strategic Partners
5. The Budget Process
6. How to Present to Ownership

### Leadership 4.0

1. Proactive Biz Dev Initiatives
  2. Improving Lead Conversions
  3. Brilliant Presenter Series
  4. Value Selling
  5. Be the Contract Expert
  6. Successful Negotiations
  7. Conflict Management
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### The Sales Process

1. Building Rapport
2. Qualifying Needs
3. Presenting Solutions
4. Overcoming Objections
5. Closing
6. Responding to RFPs

### Personal Development

1. Personal Branding
2. Maximizing Time
3. The Elevator Pitch
4. Managing Stress
5. Power of Accountability
6. SPARK for Leaders Series

### Revenue Management

1. Revenue Optimization
2. Pricing and Parity
3. Data, Facts & Stats
4. Displacement Analysis
5. Analyzing Trends
6. Successful Revenue Strategy Meeting

### Digital Marketing & PR

1. Digital Marketing & Effective SEO
2. Knowing Your Audience
3. Social Media as a Selling Tool
4. Influential Content
5. Promotions & Partnerships
6. Local Market Leadership

