

William J Clinton  
Leadership Institute  
at Riddel Hall

# Sales Leadership Programme



WE ARE QUEEN'S UNIVERSITY BELFAST  
*We are exceptional!*

# Sales Leadership Programme



Sales leaders need to be at the heart of business strategy, bringing their unique market and customer knowledge into play in creating future success. Our programme is not about selling skill excellence – you have that – but is centred on thinking strategically about customers and markets, about creating deep customer relationships of trust,

and about creating and leading high performance teams. It brings sales directly into the Boardroom.

Delivered over three intense two day modules following the launch breakfast, it includes three action learning group events and the added options of one to one coaching and ILM accreditation.

## Who is the programme for?



Sales Directors  
or Managers

This course is for those wanting to bring a more strategic approach to their sales effort, whether they are Sales Directors or Managers, executives new to senior sales roles, entrepreneurs or owners. The key is a commitment to bringing sales into the core of business development and success.



Executives new  
to senior sales  
roles, entrepreneurs  
or owners

The Sales Leadership Programme develops talented individuals for wider, more strategic, more senior positions. It will develop you as a Sales Leader by helping you into the heart of your business through developing and implementing strategy. It is for both senior sales professionals and non-sales senior executives who are assuming senior sales responsibilities.

## What will you get from the programme?

- 1 Alignment of sales as a strategic force in your business
- 2 Revamp of your sales and business development strategy; focus on exports
- 3 A customer engagement and relationship development plan for key clients and a high performance team
- 4 A high performance team and people development plan

## How to get more information

Visit our website for the latest availability, dates and fees:

- 🌐 [www.leadershipinstitute.co.uk](http://www.leadershipinstitute.co.uk)
- ☎ 028 9097 4394
- ✉ [leadershipinstitute@qub.ac.uk](mailto:leadershipinstitute@qub.ac.uk)

## How you will be supported through the programme



Your tutors will work with you on personal development planning, through feedback and support



The work-based project will accelerate your learning, build your profile and enhance your career development



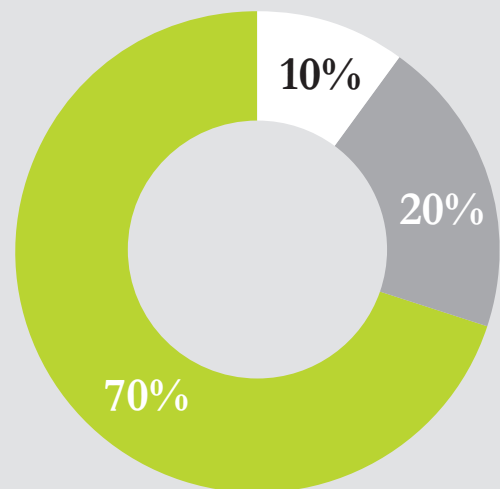
Your learner group will coach you through facilitated action learning sessions, where your real business challenges will be addressed

## Transforming Sales Professionals into Tomorrow's Leaders

Our innovative approach to leadership development recognises that most of our learning occurs on the job, in addition to learning from others and formal, classroom based study. All of our executive education programmes are designed using this methodology.

### OUR 70:20:10 MODEL

- 70% APPLICATION IN THE WORKPLACE
- 20% LEARNING FROM OTHERS/PEERS
- 10% LEARNING IN THE CLASS



## What is covered in the programme?

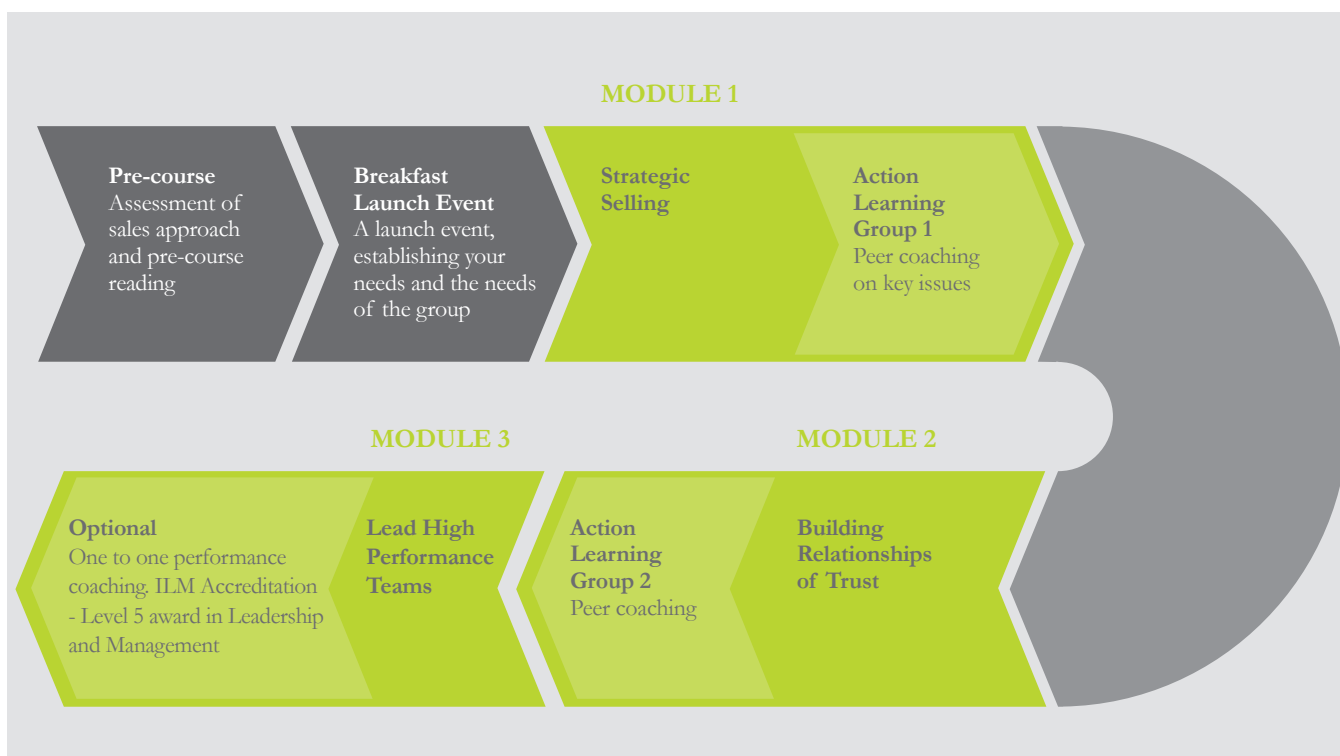
A pre-course assessment of the strategic position of selling in your organisation

A launch event, establishing your needs and the needs of the group

Three modules with taught best practise, facilitated discussion, role plays, feedback and action planning

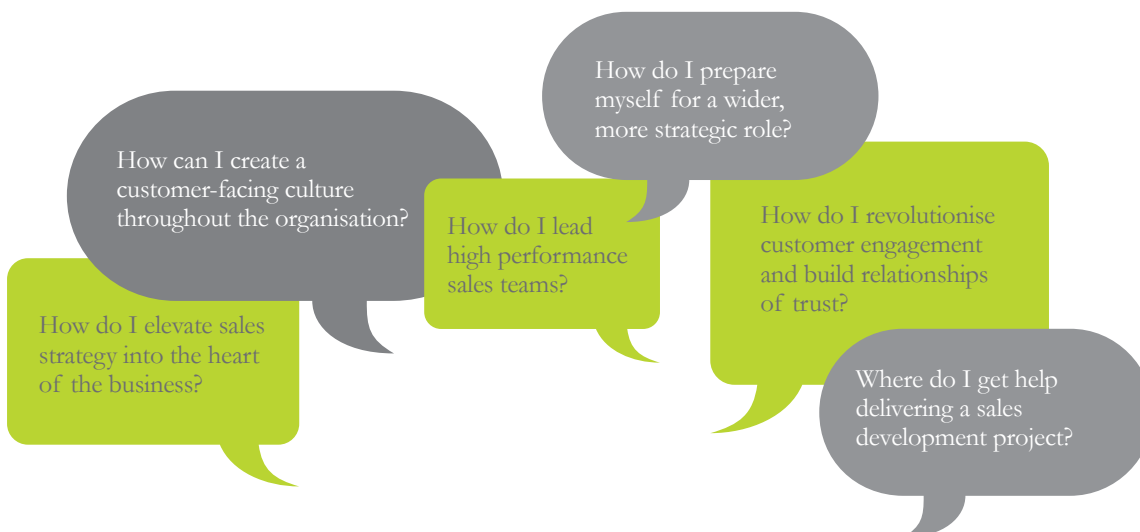
Optional one to one coaching and an optional assessment for an ILM award

## Your Journey



## What makes this programme special?

It answers some important questions.



## How to get more information

Visit our website for the latest availability, dates and fees:

[www.leadershipinstitute.co.uk](http://www.leadershipinstitute.co.uk) or contact us on 028 9097 4394 or email: [leadershipinstitute@qub.ac.uk](mailto:leadershipinstitute@qub.ac.uk)