



The **RIGHT** people
doing the **RIGHT** things
at the **RIGHT** time.

Selling is hard work. It always has been. And in this new world, with sales teams constantly on the go, on the phone and online - not to mention spread across the globe - and customers directing much more of the selling process, selling has become faster and more dynamic than ever.

Where does the sales force turn for support, revitalization, encouragement and direction in the middle of such challenging times?

Leveraging time-tested sales management activities, these proven nine disciplines focus on developing and retaining the best talent in the market, while stimulating growth in strategic areas of the business.

9 Disciplines to Align & Empower Your Sales Organization

KEY OUTCOMES

- Increase sales productivity by providing the coaching and leadership your team truly needs
- Align every level of your organization – from executive to manager to rep – around the same goals, methods and measurements
- Consistently execute on key strategies by focusing on getting more out of the team meetings, 1:1s, and executive reviews
- Ensure your pipeline and data are accurate in order to effectively coach sales reps
- Maximize your time in meetings and 1:1 coaching without creating more work

The Pathways to Growth Sales Management System helps organizations achieve faster, better, and more predictable results. Contact us to discover more!
877-253-8506 | bakercommunications.com

One effective manager can impact an entire team – leading them to grow revenue exponentially.





Transition to a measurable, sustainable, and transparent path.

DAY 1

- The Sales Coaching Challenge
- *Activity: transactional vs. transformational*
- Behavioral styles
- Lagging vs. leading indicators
- GROWTH coaching tool
- *Activity: coaching & feedback*
- Overview of the 9 disciplines
- *Activity: level setting and cadence*
- Learning huddles
- *Activity: role play exercise*
- Sales funnel update
- *Activity: funnel update*

DAY 2

- Review day 1
- Master sales team meeting
- *Activity: meeting plan*
- Daily results call
- *Activity: team meeting*
- Pipeline 1:1 review
- *Activity: pipeline discussion role play*
- Forecast 1:1 review
- *Activity: question planning & discussion*
- Ride / call along
- *Activity: role play exercise*
- Master 1:1 sales review
- *Activity: role play exercise*
- Executive roll-up
- *Activity: cadence & next steps*

WHAT

Sales
Management
System of Nine
Disciplines

WHY

Get the right
people doing the
right things at
the right time



BCI's PTG system has been a great experience for us. The level of collaboration and customization they provided for us was exceptional as they worked with us to create a system that met our needs. The experience was delivered with a high level of professionalism that kept our people engaged at all times. Above all, the value and effectiveness of the PTG process speaks for itself...



DuBois

Doug MacRae
President, Industrial Division
DuBois Chemicals

DELIVERY METHODS

Our Pathways to Growth training is available in a variety of formats to best match your needs.

- Private Workshops
- Virtual Coaching
- E-Learning
- Gamification



Contact us for more information on our
Pathways to Growth training program
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IGNITE YOUR GROWTH!

For over 35 years, Baker Communications has helped companies dramatically improve their sales and service performance. We work with over 1000 corporate clients each year, including 50% of the Fortune 500. Our team of 400+ consultants, coaches, and transformation experts are in over 20 countries, covering more than 10 languages.

