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A diverse group of business professionals, including men and women of various ages, are shown in a celebratory mood. They are dressed in professional attire. In the center, a woman is holding a large, ornate trophy with a silver ball on top. Several people have their arms raised in the air, some with clenched fists, indicating a moment of triumph or achievement. The background is a blurred, textured wall, possibly made of stone or brick.

**Sales Leader  
Development  
Centre**

# Welcome

The Sales Leader Development Centre is an ideal programme to support talent development for sales managers and leaders alike.

This programme can be used as an:

**Assessment Centre:** to help identify skills and behaviours of potential candidates to make selection decisions for management and leadership roles.

**Development Centre:** to help identify strengths and weaknesses across a group of existing managers to build personal or team growth development plans.

These products can be tailored and developed to meet your business requirements so please feel free to contact us to tailor and bespoke this programme to your needs.

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*Leadership and Learning  
are indispensable to each  
other.* John F. Kennedy

*If your actions create a  
legacy that inspires others to  
dream more, learn more, do  
more and become more,  
then, you are an excellent  
leader.* Dolly Parton

*The quality of a leader is  
reflected in the standards  
they set for themselves.* Ray Kroc

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# The Sales Leader Development Centre

The Sales Leader Development Centre is an intellectually challenging development activity to explore the various attributes of being a manager and leader within a sales function and demonstrating the skills and behaviours required to run a successful team and function.

The Development Centre is designed for 8 to 12 people to partake in a series of scenario based activities around the challenges that a Sales Manager will face on a daily basis, from interviewing and selecting new team members, disciplining and coaching under performers to setting sales strategies and plans to achieve targets.

It is an ideal 1 or 2 day programme to give individuals a taste of the role or assess whether they have what it takes to be successful in your business.

The programme includes the following tools

- Leadership Framework
- Observer booklets
- Exercises
- Invitation
- Case Study
- Facilitation Guide
- Invite Letters
- Observer Training Guide





## Why an event / centre?

We believe that any form of feedback is developmental. Whether applying for a new role or challenging an individual in a variety of scenarios, it is all developmental. The process of an assessment centre allows employers to observe behaviour directly and to measure their performance objectively against the specific key criteria or competencies that they consider important for a role. It allows them to see what the candidate can do, rather than what they say they can do.

### Benefits include:

- They are far more accurate than a standard recruitment process as they allow a broader range of selection methods to be used during the process.
- They enable interviewers to assess existing performance as well as predict future job performance.
- They give the opportunity to assess and differentiate between candidates who seem very similar - in terms of quality - on paper.
- They give the candidates a better insight into the role as they are tested on exercises, which are typical for the role they have applied for.
- They help employers build an employer brand. Candidates who attend assessment centres which genuinely reflect the job and the organisation are often impressed by that company, even if they are rejected.
- The cost of an assessment centre is usually cheaper compared with the potential cost of many recruitment phases and the cost of recruitment errors.
- They are a fair process – they complement an organisation's diversity agenda and ensure that people are selected on the basis of merit alone.

# Sales Leadership Behaviours

The Salecology Leader Development Centre utilises our framework containing 11 behaviours that have been identified as being key for effective management and leadership.

It is known as the high performance leadership framework because it has been researched and developed for over 20 years making it one of the most validated behavioural frameworks available. It has been proven that those individuals who display strengths in these behaviours achieve greater personal career success.

Each exercise across the Assessment Centre is designed to uncover attributes of a number of these behaviours. If your organisation has its own competency framework or set of behaviours we can modify the programme to link to your behaviours.

In addition to the assessment centre, our Sales Leader 360 also provides feedback against these behaviours. For further information see our 360 Feedback User Guide.



Salecology High Performance Framework

## Exercises

Throughout the event the delegates are presented with a variety of information and scenarios to work through, either in a group, pairs or individually. Each piece of data provides further insight into the business, opportunities to improve its performance and demonstrate a variety of behaviours from the individual.

### Business Review



The programme begins with a business review. The sales leader takes control of a fictitious business and is presented with a myriad of information to review. This includes: Financial Data, Regional Sales information, HR data, Industry and competition analysis.

### Recruiting Sales Talent

Sifting CV's to find great sales people is a tough call that all Sales Managers need to do. The delegates will need to analyse a set of CVs, discuss the information with their colleagues, debating the strengths and weaknesses of each candidate and decide which ones to interview and which to reject.



### Internal / External Customer



Some of the challenges faced by Sales Managers and Leaders is dealing with a variety of demands on their time to solve pressing issues. In this exercise the Sales Manager is required to develop potential solutions to tackle the issues, focusing on how to improve employee engagement and customer service.

### Coaching a Poor Performer

One of the dilemmas of every person managing a sales team is how to deal with an under-performer. In this exercise the Sales Manager will be given information about a poor performer and after planning their approach will undertake a coaching / performance management session with them.



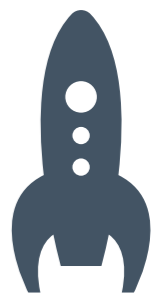
### Directing the Business



Another call on the time of a driven Sales Manager is liaising with various departments and providing insight and feedback on customer contact issues, product development as well as sales targets. In this exercise the delegate will be required to make some suggestions to the leadership team on how to drive better performance across the business.

### Business Planning & Presentation

Having lots of data and information now on the business, the Sales Manager will prepare a written sales plan on where they are going to take their business region. As well as the documented plan, a presentation to the board will also be required to take them through the salient points of their strategy to gain buy-in and support.







## Everything you need to succeed

Running an assessment centre can take a lot of preparation and co-ordination so the Salecology Sales Leader Assessment Centre provides you with everything you need.

### Observer Guides

Having good observers is critical to the success of the Assessment Centre. To provide you with the right support we will supply you with the Observer Guide, training material and rating sheets which directs the observer on specific behaviours on each exercise. The observer booklet explains the running order for each exercise and provides scores and notes sections for each behaviour to be captured..

### Programme Facilitation

To make the development centre totally objective it is important that candidates are observed by different observers across the event. The SLAC programme provides timetables for both the exercises and observers to ensure everyone is fully utilised, as well as downtime for the observers to submit their ratings and feedback sheets. The timetable also includes time at the end of the programme for final collation and discussion on each candidate.

### Reporting and templates

The programme includes templates for correspondence and reporting throughout the Assessment Centre. This includes invites to the event, as well as a report template for compiling the final feedback.

Other templates are included such as the Timetable, invites to observers, business plan and exercise briefings.

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# Get Started today

This programme is designed to be straight 'off the peg' and allow you to facilitate and run it in-house. That said, many clients prefer the support of one of our certified Salecologists to support them with the centre. Therefore feel free to choose:

## DIY (Do It Yourself)

Everything in the pack is designed to get you up and running quickly. We will send you everything you need including observer training, observation booklets, exercise briefs etc. All you need to do is select your observers and get started.

## DFY (Do it For You)

A second option is for Salecology to support you in running the event. We will supply a Salecologist to help you build the event, train the observers, and co-facilitate the assessment centre with you. Our Salecologist will also guide and support the observers to ensure a consistent approach is maintained and ratings are accurate.



## Conclusion

A Development Centre represents a major investment in the business. There is no doubt that a well run centre can produce enormous benefits both for the individuals taking part and for the company which is looking to employ them. It is by far the most accurate of all recruitment tools.

Here at Salecology we are experts in leadership and improving behavioural performance.

We do this by:

- **Bringing together your expertise with ours** you are an expert on your business and we are the experts in the business of people measurement and performance. We seek to understand your challenges and business needs and to provide advice and guidance to help you make the right choices.
- **Providing customer service that is second to none** we do what we say we will, when we say we'll do it.
- **Ensuring our solutions are best in class** by continually reviewing the market and linking this with the current research in the fields of management, learning and development and occupational psychology.

If you would like to discuss your project requirements or the options available please contact the Salecology team on:

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