



# Leadership Training for Sales Managers

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Sales managers play one of the most critical roles a company possesses. Sales management is the position through which a company's strategy, offerings and resources are translated into tactical marketplace execution. Sales managers help translate a company's capabilities into compelling messages. They engage daily in overcoming objections and competitive forces. They carry the responsibility of motivating and inspiring customer facing resources into reaching peak performance. They manage the pressure of meeting forecasts on which the rest of the company is dependant. In summary, they are a company's critical conduit to the marketplace.

However, sales managers are often so focused on meeting tactical sales targets that they take little time to sharpen their management and leadership skills. Over time, this causes sales managers to become less productive and effective. Their personal and professional development suffers. They get into a rut and lose their creativity and passion. Their performance declines.

While the daily execution of a company's sales process is a key responsibility, Alpine Link believes that continuous personal and professional development is paramount to achieving sustainable peak performance. Alpine Link has designed a leadership curriculum for sales managers and executives which helps them grow their leadership and management skills within the context of the selling function.

By attending the Alpine Link Leadership Boot Camp, sales managers and executives will experience a unique interactive program designed to address their specific issues and opportunities. It will identify and develop the high impact behaviors and skills found in the world's top sales executives.

The Alpine Link Leadership Boot Camp for Sales Managers will help sales executives:

- 1) Create sustainable individual success.
- 2) Communicate with vision and purpose.
- 3) Build teamwork and leaders.
- 4) Extend reach and competitive advantage through collaboration with others.
- 5) Move the organization to peak levels of performance.

For more information contact Mike Hawkins at [mike@alpinelink.com](mailto:mike@alpinelink.com) or 214-293-5500.

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**Alpine Link Corporation – Your link to reaching *peak* potential**

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