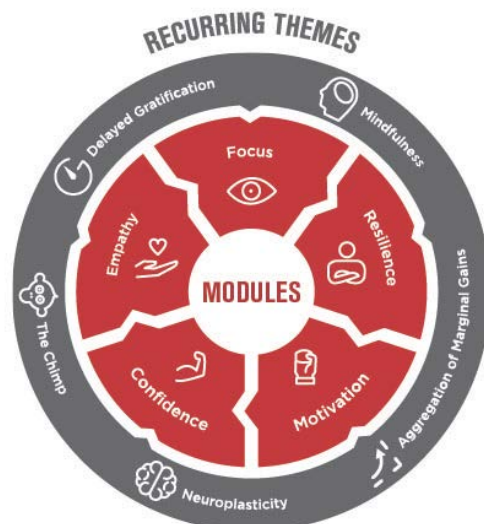




87% of the effect of traditional sales training dissipates and dies over a 3 month period (source Huthwaite Int.). Whilst the sales-mind content is very different from traditional sales training, we recognise that even the best content needs reinforcing. To affect any change McKinsey Consulting Group define a term named 'pivotal role': The role that is pivotal to the success of any project. To us, in the context of the sales-mind approach, this is represented by the sales management role.

The sales-mind programme ingrains responsibility within individual delegates for their own development and behaviour. However, we recognise this could only be helped by providing a coaching guide or playbook for the sales management teams.

The playbook introduces a series of exercises supporting and aligned to the key sales-mind recurring themes and modules. The sales manager can use this in their 1-2-1 coaching sessions and sales meetings.



The playbook comprises of 60 pages depicting 19 different exercises. Each exercise is broken down into 5 stages:

Concept  
Purpose  
Process  
Supporting Tools  
Background Reading

QR codes are available in the playbook to download supporting worksheets, blogs and videos.

If you are interested in learning more about the sales-mind approach to enhancing sales team focus, resilience and motivation please contact us at [info@sales-mind.com](mailto:info@sales-mind.com)