

# Intermediate Sales Leadership

## Course Description:

SL 201 is specifically designed for sales leadership within dealer distribution networks. This course emphasizes the evaluation, improvement, and advocacy for territory managers, equipping sales leaders with the skills necessary to drive success across territories. Whether your team is preparing to enter the Connect Territory Manager track or have completed TM 101, 201, and 301, this course is essential. It ensures sales leaders keep pace with their territory managers, whose performance will accelerate under their leadership.

This course is particularly valuable for professional sales leaders transitioning from direct sales to dealer management. Additionally, SL 201 addresses the critical role of whole-dealer health, emphasizing the importance of integrating all five dealer revenue centers into your strategies.

**Format:** Live Course, 2 days + virtual post-course engagement session.

## The Connect Difference:

1. The traditional academic model aims for learners to know things. Connect learners are expected to do things. Each course has three PO's (Performance Objectives). These are three things the learner needs to be able to do to be successful in their role.
2. All Connect OEM courses are built around the premise that the dealer is not your customer, they are a partner in distribution. Dealers don't need to be sold to. Dealers need to be educated, equipped, and motivated. That enables them to sell to the customer.

## Performance Objectives:

Upon successful completion of the course, learner will be able to:

### 1. Evaluate Territory Manager Performance and Potential.

- a. Utilize all available tools to perform accurate evaluations of territory managers, incorporating performance objectives that ensure resilience under varying economic conditions.
- b. Accurately assess the overall potential of specific territories and identify areas for targeted improvement.
- c. Evaluate dealer performance metrics beyond revenue alone, considering market potential, operational efficiency, and customer satisfaction.

### 2. Develop and Execute Territory Growth Plans.

- a. Construct actionable plans to improve territory manager proficiency and establish conditions for sustained revenue growth.
- b. Utilize field data to create tools and initiatives that empower territory managers to address dealer challenges effectively.
- c. Build and manage an upskilling program to enhance the capabilities of territory managers and dealership personnel, transforming the people into the competitive advantages.

### 3. Actively manage relationship between OEM leadership and territory managers.

- a. Promote the importance of whole-dealer health by leveraging all five dealer revenue centers (New unit sales, used sales, parts, service, and rental).
- b. Advocate for programs, investments, and policies that enable territory managers to successfully grow sales through dealer empowerment.
- c. Implement and manage systems to ensure the "voice of the customer" travels seamlessly from customers through dealers and territory managers to OEM leadership, driving meaningful change.