DEVELOP YOUR NEXT GENERATION OF LEADERSHIP THROUGH AN EMERGING SALES MANAGER PROGRAM

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What Is an Emerging Sales Manager Program?



Developed specifically **for sales representatives**, an ESMP **guides leadership** in **identifying and developing people** to become future sales managers



A robust curriculum with relevant skill-building activities and intensive feedback aligned to managerial principles and competencies



Designed to take place over an **extended period of time**



Built on professional development best practices, designed to meet present and future business needs while continuing to invest in internal talent

What Are the Benefits?



What Does It Look Like?

PHASE I VIR		PHASE II	LIVE OR VIRTUAL	PHASE	: 111	VIRTUAL	PHASE	EIV BLENDED
Virtual training to expectations (ESMs and mentors)	ې ا	ment traini کارک العاد (ESM درجی درجی درجی درجی درجی درجی درجی درجی	or virtual oring skills ing (mentors only) or virtual ESM s training s and mentors) essential skills lations, coaching sales managers, tors, and ership, create idual Development s (IDPs) (ESMs only)		Virtual reinfor and panel disc (ESMs and mer	ussion		On-the-job, self-paced, and social learning opportunities specific to IDP goals (ESMs and mentors) Mentors continue guiding ESMs along their learning journey (ESMs and mentors)

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How Do We Create It?

STRATEGIES

Deploy branding, build awareness, and gain buy-in

Create a phased, hybrid approach



Focus on essential skills for ESMs and mentors

What Can We Build?

COMPONENTS

- ESM-completed application to assess whether candidates have genuine interest
- ESM interview guide and selection criteria to ি ensure highly qualified candidates are selected
 - Separate playbooks for mentors and mentees
 - **Mentor Training Summit**

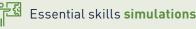


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Mentor/Mentee matching process to set them up for success



Virtual workshops and live summits ۲<u>Ó</u>





- **Individual Development Plans**
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 - Structured on-the-job training
- Curated self-paced eLearning modules

SPEAKER CONTACT INFORMATION

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