

## 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?





ESMs	MENTORS	THE ORGANIZATION
<ul style="list-style-type: none"> <li>Learn new skills</li> <li>Harness existing strengths</li> <li>Build leadership style</li> <li>Develop networks</li> <li>Take on challenges</li> </ul>	<ul style="list-style-type: none"> <li>Experience personal and professional growth</li> <li>Improve communication skills</li> <li>Enhance leadership abilities</li> <li>Gain a deeper appreciation of their growth and value</li> </ul>	<ul style="list-style-type: none"> <li>Increase employee retention</li> <li>Improve performance</li> <li>Strengthen culture</li> <li>Continue success</li> </ul>

## What Does It Look Like?

PHASE I	VIRTUAL	PHASE II	LIVE OR VIRTUAL	PHASE III	VIRTUAL	PHASE IV	BLENDED
	<b>Virtual training</b> to set expectations (ESMs and mentors)		<b>Live or virtual mentoring skills training</b> (mentors only)		<b>Virtual reinforcement and panel discussion</b> (ESMs and mentors)		<b>On-the-job, self-paced, and social learning opportunities</b> specific to <b>IDP goals</b> (ESMs and mentors)
			<b>Live or virtual ESM skills training</b> (ESMs and mentors)				<b>Mentors</b> continue guiding <b>ESMs</b> along their <b>learning journey</b> (ESMs and mentors)
			<b>Live essential skills simulations, coaching from sales managers, directors, and leadership, create Individual Development Plans (IDPs)</b> (ESMs only)				

## How Do We Create It?











### STRATEGIES

-  Deploy **branding**, build **awareness**, and **gain buy-in**
-  Create a **phased, hybrid** approach
-  Align to **adult learning principles** while driving “**learning in the flow of work**” and **social learning**
-  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
-  Mentor/Mentee **matching process** to set them up for success
-  **Virtual** workshops and **live** summits
-  Essential skills **simulations**
-  **Individual Development Plans**
-  Structured **on-the-job training**
-  Curated **self-paced eLearning** modules

## SPEAKER CONTACT INFORMATION

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