



INTRODUCING THE IES PREMIER SALES LEADER DESIGNATION

The Institute for Excellence in Sales (IES) is excited to announce the Premier Sales Leader designation and program which will recognize and promote top-tier sales leaders.

The IES mission is to help sales leaders acquire, retain, motivate and elevate top-tier sales talent through recognition, programs, and events.

Through its award-winning Sales Game Changers Podcast, webinars and annual sales excellence award event, the IES has featured hundreds of world-class sales leaders at some of the world's top companies such as IBM, Salesforce, AWS and Red Hat.

The Premier Sales Leader designation recognizes sales executives at the top of their game who are leading sales organizations through challenging times to success.

The 2021 list will be published on April 2, 2021.

The IES will select 50 sales leaders every year who exemplify the IES values of leadership, sales excellence and professionalism. The list will be promoted heavily through a publication, IES website, social media outlets and media outreach.

Each year, the class of Premier Sales Leaders will be recognized for their leadership of their team members, their high performance and commitment to professionalism.

Premier Sales Leaders will be nominated by their companies and confirmed by the IES. Here's a representation of how we'll present the PSLs.



JOHN JOHNSON
COMPANY NAME
VICE PRESIDENT, SALES



YOUR COMPANY'S LOGO

Why John is a PSL: John has led teams to success in driving new business into new markets for Company. His energy, commitment to success and customer focus has led him to becoming a trusted advisor for the financial services markets he serves.

Key Sales Leadership Doctrine or Approach: I believe in committing to helping the customer achieve its mission and will do everything in my power to help that happen. My number one goal is 100% customer satisfaction and service.

“IF YOU THINK YOU CAN OR THINK YOU CAN'T, YOU'RE RIGHT.”

For more information on the IES and the Premier Sales Leader designation, please contact:
Paula Boyland at pboyland@i4esbd.org