



SUMMIT

Sales Executive Leadership Sessions in a Mountain Top Experience

Transformational Sales Leadership provides a profound understanding of how you are perceived as a sales leader in the context of your organization and what difference you are making.

Through a dynamic mix of brief lectures, peer discussions, 360-degree feedback, one-on-one coaching, and self-assessment tools, you learn concrete ways to improve your leadership abilities and transform your organization from the Inside/Out.

Great and lasting change starts within – within you as the leader and within the self-direction of your greatest cultural capital and asset – YOUR PEOPLE.

Here is what you can learn and practice:

Part One – Great Sales Leadership is built upon the following:

Session One: Use your Brain(s) – *The new neuroscience, brain function and how to stimulate genius and make the best decisions. Emotional Intelligence as the foundation for leadership effectiveness and success, utilizing congruence of the Three Brains*

Session Two: Executive Presence, Improving Your Brand: *The 7 C's of Presence, The Art of Executive Presentation after Burning your Slides*

Session Three: Extraordinary Communication: *including Myers Briggs Type Inventory, Coaching According to Type, Quality Listening*

Session Four: Seeing Around Corners: *Promoting Innovation, Disruption and Breakthrough Thinking about Your Career and Building your Networks*

Session Five: Vision, Strategy, Execution (VSE) *Creating your future NOW for your organization*

Session Six: Developing Your Team: *The Five Functions of a High Performing Team, Team Roles: 8 Essential Roles that MUST be filled, Hiring Smart with the Judgment Index Tool*

Session Seven: Work/Life Flow – *It's NOT about Time – Energy Management, Being Well and Doing Good for The Greater Good, Nimble Strategies for Successful Maneuvering*

Session Eight: The 3M Process – *Managing Millennial Machinations by incorporating the 5 Circles for Life Resiliency*

Session Nine: Best Practices – Presenting Your Best – *Each participant presents their most transformational practice - Special Guest author/speaker on an agreed upon topic*

The Coaching Process: Between each monthly session, you will meet virtually in Triads for Peer Coaching on assignments from the morning training subject focus. In a second virtual session with your Executive Coach, you can explore additional competency areas such as:

- Recognizing and taking advantage of Industry Shifts to beat the competition and grow the business
- Successful sales models to execute strategy and deliver results
- Solution Selling - Providing more value to your customers
- Building High Performance Teams
- Partner Relationship Management - building direct and indirect go to market models
- Preparing for and executing impactful C-Suite customer meetings

Schedule: First Fridays – 7:30 a.m. with brunch, once per month for NINE months

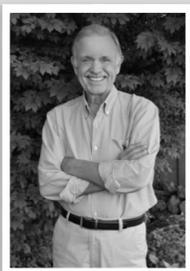
April 7 – Dec 1 — Groups of 12 Senior Leaders – \$2,000 per month per person

Location alternates between Mountain Conference Center in Warrenton, Virginia

(watch video: <https://vimeo.com/183116946>) and The Tower Club, Tysons Corner, Virginia)

Your Executive Mentors

Jeff Patnaude



Author of eleven books, teacher, speaker, composer, business leader and Executive Coach, Jeff Patnaude is a pioneer in the revolutionary, yet fundamental **Inner Management** principles of The Patnaude Group. For 25 years, The Patnaude Group Inc.'s work and professional dedication has centered on the most pressing issues facing our culture today: work/life balance, developing mentors, creating healthy work environments and teaching and coaching others toward developing transformational leadership qualities. Described as “the Leonard Bernstein of leadership development,” Patnaude has gained an international reputation for his ability to orchestrate environments for transformation.

Bruce Klein



Former SVP of Cisco Systems and now President of Klein Consulting Group, Klein is a well-respected thought leader within the IT industry. With over 30 years of Sales and Sales Leadership experience, Klein is an expert in Go to Market Strategy, Sales Strategy, Sales Management, Building High performance Teams, Partner Management, Solution Selling, Leadership Development, and Executive Coaching. He has twice received the prestigious Federal Computer Week's “Federal 100” award. He was named 2010 Executive of the year by Government Computer News and also received a lifetime achievement award from the Institute for Excellence in Sales. Klein and Patnaude together bring an enormous wealth of experience to broaden perspective, challenge the strongholds that may keep you back and provide new ideas to approach a strategic success.

Begins April 7, 2017. To apply contact Fred Diamond@ fdiamond@i4esbd.org