

Established Consistent Sales Leadership Expectations with Playbook Development

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The Situation



This leading global energy management company's

front line sales leader activities were not clearly defined, leading to ad-hoc management styles with inconsistent outcomes. The sales leaders lacked a formalized process for people development, including salesforce reviews and training.

The Challenge

This company needed to define best practices for coaching, people development, and business management expectations. The creation and standardization of sales leadership expectations, support tools and training programs was top priority.

The Solution

The Alexander Group, Inc. (AGI) assessed the current company front line sales leader best practices and benchmarked time profiles with the AGI database. AGI defined key activities and expectations for leaders across three major categories: Strategic Planning, Business Management and People Development. In addition, AGI identified key sales enablement tools. The AGI best-in-class coaching practices and tools were applied to facilitate the creation of a sales leadership playbook. Leadership guiding behaviors aligned sales leader values, job definitions and key responsibilities.

The Benefit

The company has a codified approach for front line sales managers to manage their business. Expectations are clearly set, and activities are clearly defined.

High Performance Philosophy

Established Leadership Guiding Behaviors:

Aligned sales leader values, job definitions, and key responsibilities



Driving sustained performance We expect strong, sustained performance from all managers and employees, based on clearly agreed goals and appropriate behaviors, as defined in our 2020 vision of Leadership & Culture.

Trust: Empower our managers Our managers are accountable to create a high performance culture. We trust and empower our leaders and not micro-control. A lean process will give more freedom to our managers to lead.

Building a culture of ongoing feedback and coaching Enabled by a simple and fast process that allows managers to focus on qualitative discussions and employees to take the responsibility for their development.

Engaging and motivating our employees Creating a positive environment that engages our people to do a good job, recognizing their achievements on the spot through all the available means.

Differentiating Those showing the highest levels of performance will receive differentiated levels of reward, recognition and opportunities for development.

Simplifying the way we work together Driving front line empowerment thanks to a reduced number of layers. We must also be collectively more effective with a strongest discipline in execution.

We want to win as a team, drive more collaboration and team spirit. If Schneider wins, each individual wins, the reverse not being true.