



Sales Leadership



Effective sales leadership is essential for business growth and the development of revenue streams.

In today's fast-paced business environment, it is easy for a sales leader to lose sight of the big picture. This leaves a team without a leader who can inspire, support the organisation's vision, set the direction for the future and communicate effectively. Combine this with the rapidly increasing pace of change resulting from new technology and the scene may be set for a "perfect storm".

The Trinity Sales Leadership programme is extremely practical and focusses on developing your ability to think strategically, align sales with overall business strategy, explore the impact of new technologies, utilise appropriate sales processes and lead your people to deliver growth and profit.

The programme will provide you with the opportunity to "step away" from your business, engage with fellow sales professionals, challenge your current way of thinking and support you in developing your leadership and your team's performance. During the programme you will focus on your business, team, markets, customers and your role in leading growth. You will explore how to leverage new technologies and understand how these may impact the future of selling in your markets and to your customers.

Taught Modules

Sales leadership and strategy



Matching sales strategies with target customer segments



Processes to support sales effectiveness



Value driven negotiation



Sales and finance management



People leadership, sales performance and growth



New technologies and the future of sales



Applicants should:

Be in, or aspiring to, a sales leadership role



Be seeking to develop their organisation's sales capability and effectiveness



Be willing to lead sales change in their organization



Who should do this course:

This course is aimed at those currently in or aspiring to be in a sales leadership role and who want to bring a strategic focus to their company's sales function, ensuring that sales are at the core of the business driving revenues, market share and profit growth.

What does the course cover:

The key areas of sales leadership, strategy, processes, people and technology will be covered. Delivery will be through a combination of lecturer led classes, guest talks and workshops.

Benefits:

You will have the opportunity to learn and reflect on how best to develop the capability and effectiveness of your sales organisation. This programme will challenge existing thinking in a safe environment, providing you with the opportunity to discuss, reflect and plan how best to develop and implement what is most important and relevant to your organisation.



Faculty:

The Trinity Sales Leadership Programme is led by Peter Byrne who has over 25 years working with local and international companies on sales capability and effectiveness. Peter will be joined by a range of experts from Ireland and abroad.

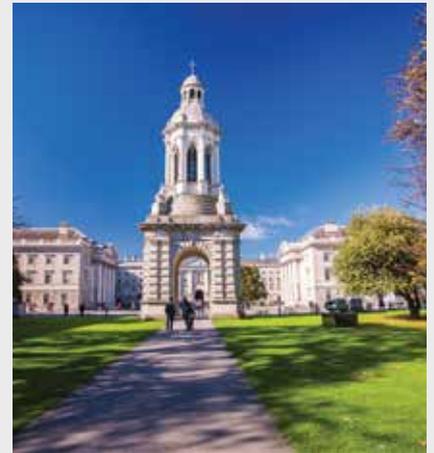
Peter has considerable experience in facilitating and delivering sales enablement and development programmes.

Internationally, Peter has undertaken significant Sales development projects with companies such as Pepsi (Frito-Lay), BAT, Vodafone, Multi Packaging Solutions and Phillips Electronics. His work with these companies focuses on the implementation of new sales processes and methodologies.

Equally, Peter has extensive experience in facilitating sales leadership and innovative sales strategies within SMEs. He is a graduate of University College Dublin and holds an MBA from Kingston Business School, is a certified Master Trainer from the Master Trainer Institute, Geneva and has completed Harvard Law School's Negotiation and Mediation training programme.



Peter Byrne,
Programme Director



What participants say:

“ Sales Leadership has been key to our continued success. By challenging our approach to how we lead our sales organisation we have consistently outperformed the market, grown revenues and improved margins.

The Trinity Sales Leadership programme will definitely benefit you and your business. ”



Mark Lohan
Chief Executive Officer
Brooks Group

“ Sales leaders drive the cultural norms of our Organisation. We invest in the development of our sales leaders and organisational behaviours through courses like the Sales Leadership Programme because the deliverables perfectly match our corporate objectives, both commercially and culturally. ”



Bobby O'Connor
Senior Vice President
Sales Global Healthcare
Multi Packaging Solutions
(A division of WestRock)

Course fees are
€2,650

Including all refreshments and lunches throughout the course.

Participants will receive an Executive Education Certificate in Sales Leadership from Trinity College Dublin followed by a hosted reception.



Apply

Applications are currently open for the 2018 course, which will run over 3 days on June 27, 28 and 29th

Email: trinity.exed@tcd.ie

www.tcd.ie/business/executive-education/

