



Tension Management Institute

Research • Development • Outreach • Training • Certification • Support • Community

— Tension Management in Sales Leadership —

Program Briefing

Program Overview —

This program is intended for sales professionals charged with the responsibility of leading an extended team of internal, external and executive professionals as needed in order to secure a sale — particularly when the sales professional has limited or no true authority over those team members. It is most appropriate when management wants their sales professionals to:

- actively drive the overall sales process in every given opportunity.
- be more strategic in choosing which, when and how extended team members will be involved.
- effectively onboard extended team members so momentum in the sale process isn't lost.
- prepare extended team members to support the prospect's sense of urgency.
- accelerate the buying process among the key decision makers.
- achieve higher levels of productivity and bottom-line results.

Topics Covered —

This is an in-depth program in the ChangeWorks® Series. It can be presented as a stand-alone experience. Ideally, the participants would have already attended the "Basic Tension Management" core program, or completed pre-work covering the basics of the ChangeWorks® System.

During this program, participants will learn how to:

- position themselves as the leader among both client-side and company-side professionals.
- predict the impact on progress and momentum involving an extended team member would have.
- identify the level of readiness each extended team member possesses to support the sale.
- optimize the level of productive tension each team member is experiencing.
- introduce team members in a way that boosts credibility, authority and trust.
- provide appropriate guidance to each team member as needed to enhance performance.
- identify and eliminate barriers to progressing the sale.
- keep themselves in the right frame of mind for serving as a sales leader.

Formats Available —

Tension Management in Sales Leadership is available in a variety of formats. All programs are customized to meet the objectives of the client. Please choose your format based on what you want your audience members to walk away with: Awareness, Understanding or Skill.

A **Keynote** is a 60-90 minute "Awareness Level" program, designed to introduce the audience members to the key concepts of tension management and how they apply when serving as a sales leader. While keynotes are predominantly lectures, this format allows time for the concepts to be presented in an engaging way as well as time for several partner and small group discussions.

A **Half-Day Seminar** is a 3-4 hour "Understanding Level" program that builds on the material covered in

the Keynote format and allows ample time for the participants to practice the skills of positioning themselves for their role as sales leader and managing team members. Half-Day Seminars are a balance between lecture, partner and small group discussions, and exercises.

A **Full-Day Workshop** is a 7-8 hour "Skill Level" program that includes everything covered in the Keynote and Half-Day formats and adds a set of exercises that explore several typical sales leadership scenarios – and a thorough debrief of the experience. During a Full-Day Workshop, lecture is minimized and audience experience is maximized through discussions, exercises, role plays, skill demonstrations and application projects.

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