



THE BROOKS GROUP

Today's Takeaways...



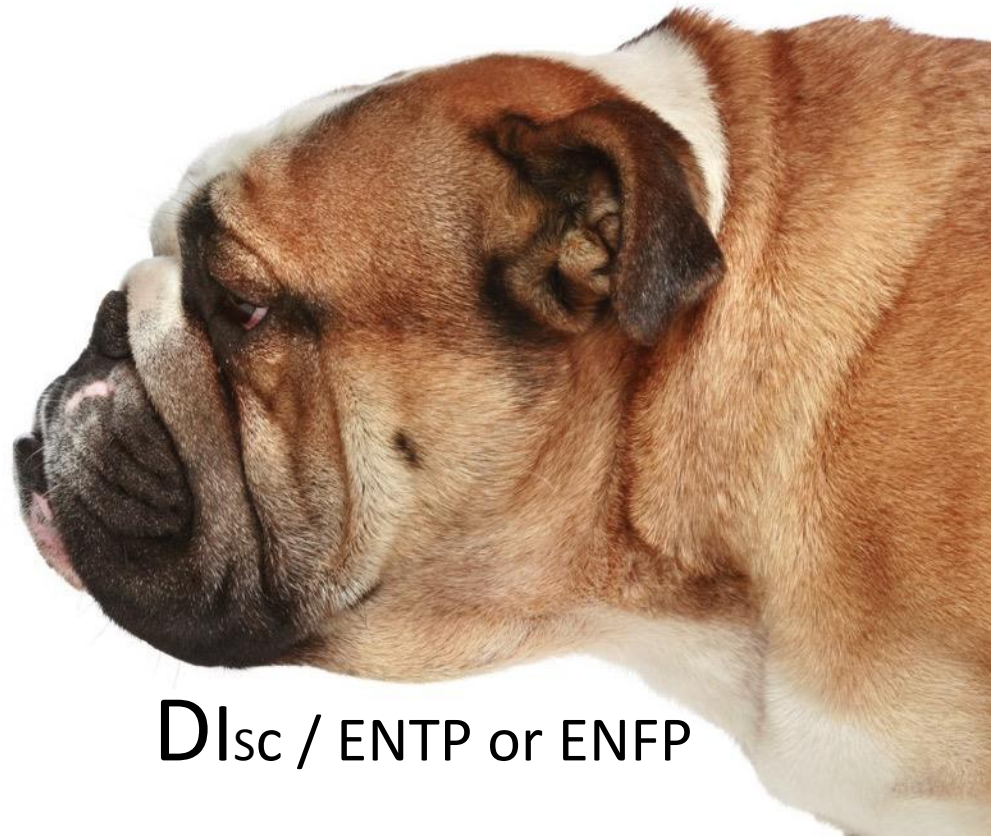
THE BROOKS GROUP



The Challenges With Most Sales VP's



dISc / ENFJ or ENTJ



DIsc / ENTP or ENFP



THE BROOKS GROUP



Quality Time?



THE BROOKS GROUP



So What Drives Them Crazy?



3 'Crazy' Categories...

- You don't understand my world
- I want ideas
- Read my mind...I'll know it when I see it



THE BROOKS GROUP



You don't understand my world...

- Learning objectives vs. business objectives
- Failure to understand vision
- Protective of team
- Too quick to say “No”



THE BROOKS GROUP



I want ideas!

- Solutions vs. problems
- Stories, assets, data, lessons learned, results
- Order taker vs. strategist
- Bullets vs. paragraphs
- Details, details, details



THE BROOKS GROUP





Read my mind

***“I’ll know it
when I see it!”***



THE BROOKS GROUP



What They Want

But rarely share...

*"I will not show my vulnerability
because
I've got a reputation to uphold."*



THE BROOKS GROUP



The Wants of Sales VP's

- Fast and efficient diagnosis of need
- Clear plan of action
- Alignment with metrics
- Mitigate my risks and protect my reputation
- Prepare me for senior management meetings



The Wants of Sales VP's

- Fresh ideas backed up with evidence
- Make me look smart and thorough
- Air cover to hit revenue targets
- Ability to operationalize new skills



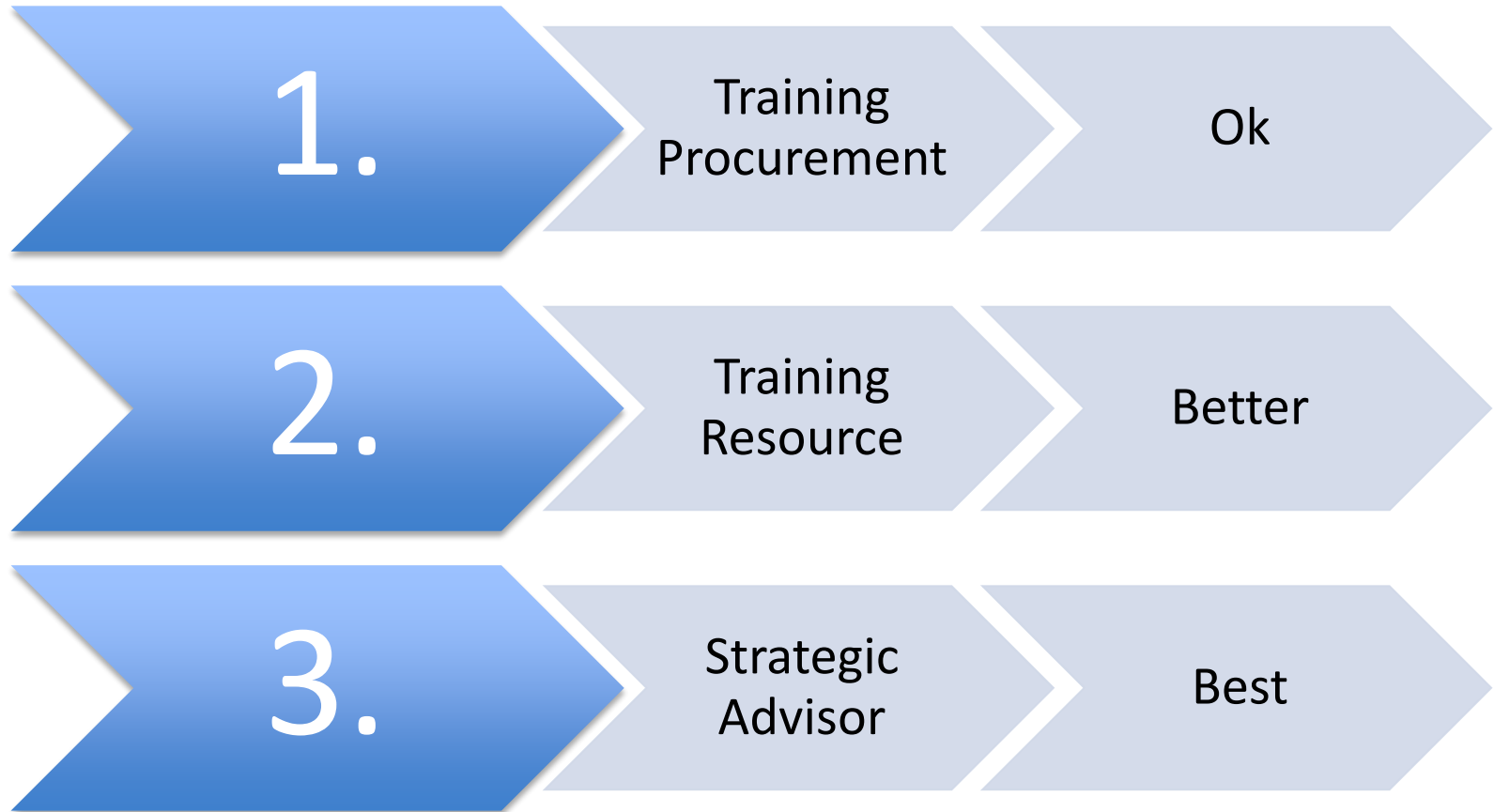
How Are You Viewed By The VP of Sales?



THE BROOKS GROUP



Three Levels of Positioning



Reaching Strategic Advisor Status



How To Reach Strategic Advisor Status

7 Essential Approaches

1. Understand their **Metrics**
2. Be familiar with **Industry Trends/Disruptors**
3. Provide them with **Industry Best Practices**
4. Maximize reps' selling time: **Minimize Distractions**
5. **Be Proactive** – with fresh ideas
6. Ensure **Sustainment** for all training initiatives
7. Focus on how to **Operationalize** everything



How To Reach Strategic Advisor Status

10 Exceptional Approaches

1. Lead the **Diagnosis** of needs
2. **Initiate Alignment** with Sales Operations
3. **Expedite** and elevate on-boarding
4. Assist/lead **Change Management** plan
5. Provide a cadence of **Business Reviews**



How To Reach Strategic Advisor Status

10 Exceptional Approaches

6. **Align** with national & regional **Business Plans**
7. **Implement Scorecard** of L&D's performance
8. Implement '**Rules of Engagement**' to challenge
9. Find ways to **Remove/Reduce** work for sales org.
10. Assist with **Political Agenda** and/or **Internal Brand**



Start Here...



*Well positioned,
thought provoking
questions drive
meaningful
dialogue.*



THE BROOKS GROUP



Meaningful Dialogue

“How confident are you in your team’s ability to hit their _____ target?”

Followed by

“What would you need to see or hear for your confidence level to jump?”



THE BROOKS GROUP



Meaningful Dialogue

“If you could change one thing about how your team executes, what would you change?”

Followed by...

“Tell me more.”



THE BROOKS GROUP



Meaningful Dialogue

“What do you want your Sales Managers (insert any role here) to **continue** doing, **stop** doing and **start** doing?”

Followed by...


“Can you elaborate?”



THE BROOKS GROUP



Meaningful Dialogue

A woman and a man are seated at a white table in a bright, modern office. The woman, on the left, is wearing a white sleeveless top and a dark skirt, and is gesturing with her hands as she speaks. The man, on the right, is wearing a blue button-down shirt and dark trousers, and is listening attentively. The office has large windows in the background, and the scene is brightly lit.

“Please explain how your sales organization of today will need to evolve to match the demands of the market of tomorrow?”

Followed by...

“What’s driving this? How critical? How urgent?”



THE BROOKS GROUP



Meaningful Dialogue

“If you only had the budget for one training/development initiative this year, what would it be?”

Followed by...

“Why that one?”



THE BROOKS GROUP



For Your Complete List of Questions...

15 Questions to Create a More Meaningful Dialogue with the Sales VP

Download this **free questionnaire** and use it to find out what's most important to your VP of Sales in a training program.

[DOWNLOAD THE QUESTIONNAIRE](#)

Info.brooksgroup.com/what-the-vp-of-sales-needs



THE BROOKS GROUP



Achieving Sales and L&D Bliss



THE BROOKS GROUP





Susan Simon
RVP Sales



Paul Bilodeau
VP Sales & Marketing



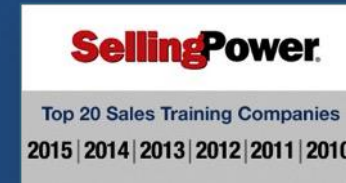
Thank You!

800.633.7762

www.thebrooksgroup.com



Selling Power® Magazine recently named The Brooks Group to their prestigious list of “Top 20 Sales Training Companies from 2010- 2015.”



The Brooks Group has also been honored by Training Industry, Inc. as one of the “Top Sales Training Companies 2015.”

