

Management Workshops:

We don't start with the sales people. We start with the management team. Running for two days, these D.E.I. instructor-led workshops start the process by working with the client's management team. They learn the fundamentals of the sales process (from lead generation through prospect management) and establish a common language in the organization about sales activities and outcomes.

**Management Implementation:**

For six weeks trainers work individually with community operations, using an interactive learning platform, to implement the sales operations. This is when the 'theory' goes to ground level with real assignments and goals specific to each community.

The management team works through the process of managing their resources and staff to create their own fully operational sales process at the community level. During this phase trainers work with community operations to establish a clear set of expectations for the sales force and for management's role in coaching the sales force. How will all parties be held accountable? A reporting tool and process is put in place that creates visibility into the weekly sales activities and the effectiveness with which the sales force execute those activities.