

A culture is strong when people work *with each other, for each other*. A culture is weak when people work *against each other for themselves*.

END RESULT OF THIS ONE DAY INTERACTIVE WORKSHOP

You will have practical understanding of new models of sales leadership. You'll have seen how other organisations like yours are shaping their world for success and through activities such as group brainstorming, you will have begun to adapt them for practical use in your own organisation.

THE EVOLVING CULTURE OF SALES TEAMS + HOW TO LEAD YOURS TO SUCCESS

A **HAPPYSANDPIT ONE DAY** INTERACTIVE WORKSHOP

The very worst of all behaviours that characterise so much of sales culture are actually the very ones we promote, incentivise and aggressively drive. The way we structure our sales teams and the leadership style we conscientiously create have combined to get us to the point where we are constantly trying to 'manage out' value destroying behaviours:

- competitive selfishness and lack of cooperation and skills transfer
- protective, territorial mindset leading to a reduced set of potential results

- end-of-month, or cycle behaviour that serves neither the customer nor the company

If that sounds like your world, it's time for a radical reset. Come and learn what the new world of culture-focused sales teams are up to and how you can apply their lessons to redevelop your teams for a much more competitive future.

FACILITATED BY COLIN J BROWNE

Colin is founder of Happy Sandpit and head of research into how culture-focused leadership can create employee engagement. He is the author of *How to build a Happy Sandpit*, and has lectured on these subjects at WBS, GIBS and the University of St. Gallen (Switzerland).

COST of R3950 includes all materials, lunch + refreshments. **TO BOOK**, send an email info@happysandpit.com. It's old-school but it's personal, which is how we like it. All **WORKSHOP CONTENT** is based on our original research.

