

# Strategic Sales Leadership

Strategies for Driving Growth and High-Performance Teams

October 22, 2025

**More Than Miles**  
CONSULTING

# ➤ Workshop Agenda

- **Introduction**
- **Importance of Strategic Sales Leadership**
  - Plan to execute how to achieve the results you desire
  - Develop client relationship growth & new business acquisition strategies
  - Build & maintain high-performance sales teams
- **Interactive Activities/Q&A/Roundtable Discussion**



The background of the slide is a blurred photograph of a library or bookstore. In the foreground, the top of a white computer keyboard is visible. The background shows rows of bookshelves filled with books, with some shelves appearing to have yellow or white covers. The overall lighting is warm and the focus is soft, creating a sense of depth and a professional, academic atmosphere.

# Elements

# ➤ Control What You Can Control

- Create Your Sales Plan
- Company Culture
- Control Your Response to the Market
- Monitor your Effort
- Create and Instill your Behaviors



# ➤ What is Strategic Sales Leadership?

- **Align Sales Objectives with Business Goals**
- **Provide a Clear Roadmap for the Company and Teams**
- **Measure Performance and Growth**
- **Establish a Framework for Accountability and Responsibility**
- **Contribute to the Development of Company Culture**



## ➤ Interactive Activity: Q & A

- **What is your Biggest Sales Challenge?**



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# What is your biggest Sales Challenge

① The Slido app must be installed on every computer you're presenting from

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# ➤ Critical Elements of an Effective Sales Plan



# ➤ First Step of Creating an Effective Sales Plan

- Establish your Company's Goals with Clear Objectives
- Define your Company's Ideal Client Profile (ICP)
- Define your Company's Value Proposition (VP)



# ➤ Ideal Client Profile and Value Proposition

- **Your Ideal Client Profile (ICP)**
  - What is your Target Audience and who fits the criteria?
- **Your Value Proposition (VP)**
  - What do you bring to the market? Why do your clients choose you?



# ➤ Interactive Activity: Sales Plan Sprint

- **What is your Sales Strategy?**
- **Choose the Destination - Set the Company Goal**
- **Ideal Client Profile - Define your Target Audience**
- **Value Proposition - What do you bring to the market?**



A blurred background image showing several people in a meeting or office setting. The people are out of focus, and the lighting is warm and soft. The word "People" is overlaid in the center in a large, orange, sans-serif font.

People

# ➤ High Performance Sales Teams



# ➤ High Performance Sales Teams

- **Develop a High Performing Sales Team**

- **You need a Thoughtful Hiring Process:**

- Slow to hire, quick to fire
- Focus on cultural fit and potential
- Assess from all angles

- **Training and Onboarding**

- Provide the right tools and knowledge
- People, systems and processes

- **Ongoing Training and Coaching**

- Provide resources and support
- Ongoing coaching, workshops and professional development



# ➤ High Performance Sales Teams

- **Develop a High Performing Sales Team**
  - **Believe in the Value Proposition**
    - What do you do well?
    - Why do your clients work with you?
    - Identify and qualify best fit leads
    - Shorten the sales cycle
  - **Create Accountability**
    - Choosing the right KPIs will drive behaviors
    - Define clear and measurable targets
    - Track the KPIs-activities and/or results
    - Regular meetings with your sales team
    - Create internal competitions



# ➤ High Performance Sales Teams

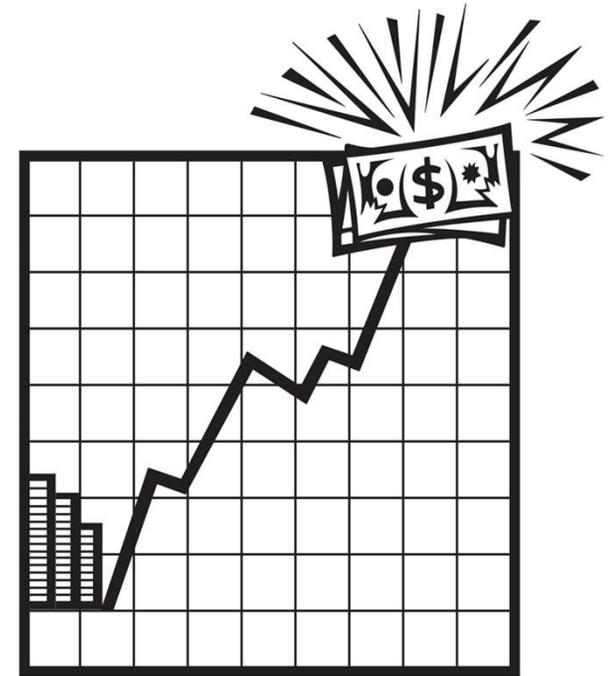
## ● Develop a High Performing Sales Team

### ○ Clear Compensation

- Draw a straight line from results to rewards
- On time and accurate payment

### ○ Motivation with the 3 R's

- Review
- Recognition
- Reward



# ➤ High Performance Sales Teams

- **Develop a High Performing Sales Team**

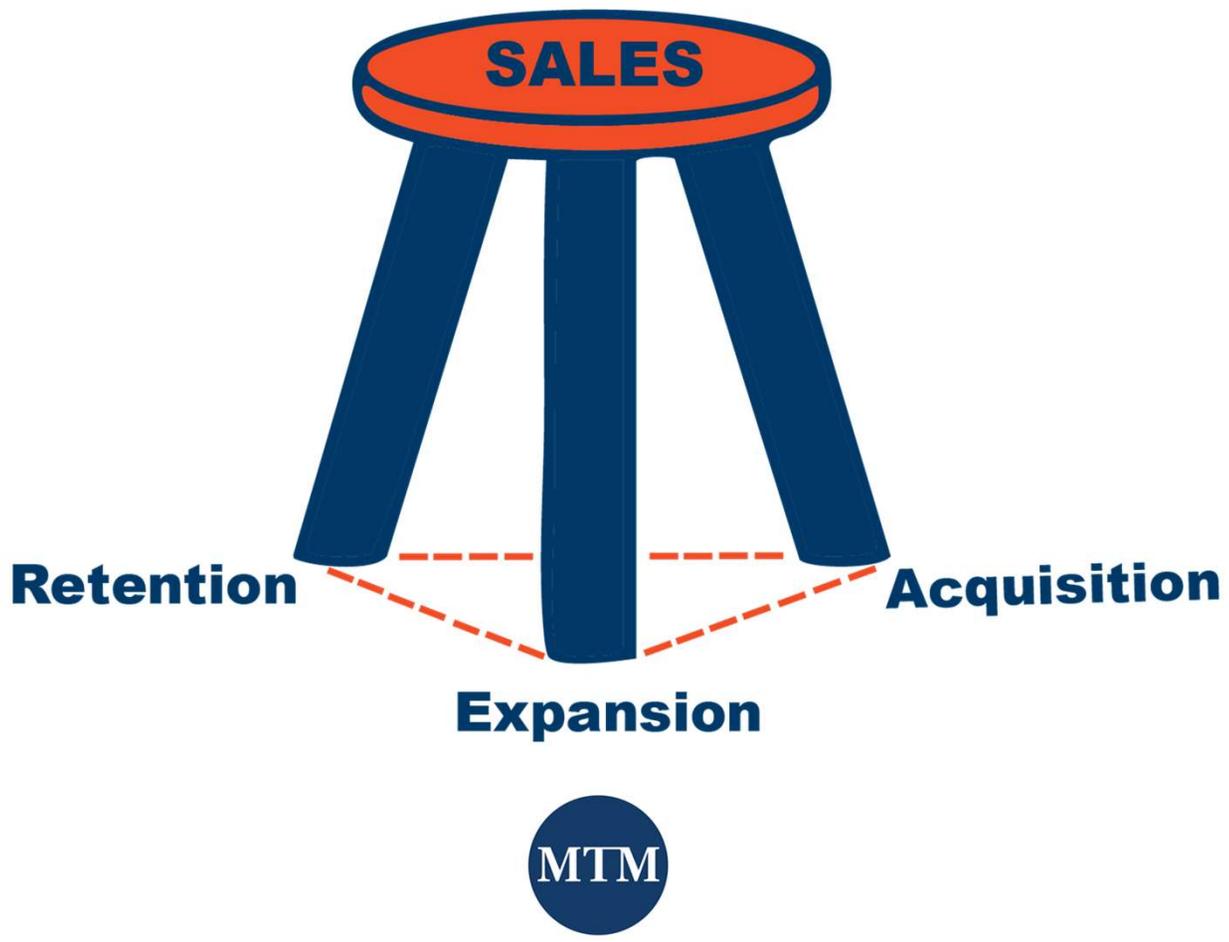
- **Team Construction**
  - Pods Model
  - Split Model
  - Hybrid Model
- **Defined Roles and Responsibilities**
  - Sales Function
  - Account Management Tasks
  - Shipment Lifestyle Design
- **Team Collaboration**
  - Sales/Ops dynamic
  - Create an Environment for Positive Interaction
  - Foster Collaboration with Inclusion Tactics





Growth

# ➤ A Solid Foundation for Sales Growth



# ➤ Client Retention

- **Invest**
  - Spend time and resources to build relationships with your clients
- **Learn**
  - Strategic Goals and needs of your clients
- **Understand**
  - All the factors (other than price) that drive your client's decisions and strategies, and build solutions around these strategies
- **Schedule Regular Communication**
  - To create a cadence of accountability
- **Set Retention Goals**
  - For Ops team to maintain the status quo



# ➤ Client Expansion

- **Periodic Client Analysis** (internal)
- **Periodic Business Reviews** (external)
- **Develop Multiple Contacts** (aim high, aim across)
- **Provide Support and Guidance** (team selling and individual training)
- **Create a Culture of Collaboration** (sales/ops dynamic)



# ➤ Acquisition of Clients

- **Depth and Breadth**
  - Aim High
  - Aim Across
  - Aim for a Name
- **Blend the Outreach**
  - Mix it up
  - Phone, emails, social media
  - In-person visits
- **Balance the P's**
  - Patience
  - Persistence



# ➤ Interactive Activity: Action Plan

- **Choose the Model**
  - Team set up and characteristics
- **Growth Mindset**
  - Decide how to balance Retention, Expansion, Acquisition
- **Actions**
  - What are the behaviors and tactics of your team?
- **Metrics**
  - How can you measure success?



# ➤ Critical Elements of an Effective Sales Plan



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# What were your biggest Takeaways

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## ➤ Recap and Takeaways

- **A strategic sales plan aligns all sales and operations teams with business goals**
- **High-performing teams are built with a clear plan and expectations and will sustain success with coaching, accountability, and motivation**
- **Sales growth is dependent on planning and execution of retention and expansion strategies for current clients and acquisition of new ones**
- **Correct metrics for results and compensation clarity are critical components of sales leadership**



› Build a Roadmap for Tomorrow

THANK YOU

Michael Riccio › 585.734.3699 › [mike@morethanmilesconsulting.com](mailto:mike@morethanmilesconsulting.com)

Drew Cherba › 215.910.0199 › [drew@morethanmilesconsulting.com](mailto:drew@morethanmilesconsulting.com)