



# SALES LEADER TRACK

## Where Sales Leaders Connect, Strategize, & Win.

This track is designed for executives and managers who oversee sales teams, set revenue goals, and shape customer acquisition strategies. This track gives you the insights, tools, and connections to lead with confidence, coach your team to peak performance, and align sales strategy with company growth objectives.

### Who Thrives Here?

Vice Presidents of Sales  
Sales Directors & Managers  
Business Development Leaders  
Regional Sales Leaders

Customer Success & Account Leadership  
Chief Revenue Officers  
Chief Sales Officers  
Senior Growth Leaders

*“Leadership is not about being in charge. It is about taking care of those in your charge.”*  
-Simon Sinek

### Strategic Sales Leadership

- Build sales plans that align with company objectives
- Use data to forecast, set targets, and measure performance
- Navigate market shifts and competitive pressures

### Connections & Collaborations

- Peer roundtables with other sales leaders at ELEVATE
- Networking receptions to expand your industry relationships
- Virtual meetups for shared challenges & best practices

### Develop your Entire Sales Org

Pair your Sales Leader Track journey with the Sales Representative Track to:

- Ensure consistency between leadership direction & sales execution
- Equip your reps with tactical skills while you focus on strategy and growth

### Promote a Culture of Growth

- Foster a culture of accountability, collaboration, and continuous improvement
- Nominate top performers for Rising Star Award to encourage retention/recognition
- Discover CRM, prospecting, and sales enablement tools
- Meet vendors who understand transportation sales cycles

Learn more: [www.tmsatoday.org/salesleader](http://www.tmsatoday.org/salesleader)