

SALES LEADER → EXCHANGE



Designed for Sales Leaders

The Buffalo Niagara Partnership's Sales Leader Exchange Program is a unique and practical program designed specifically for sales managers.

• FOCUSED ON DEVELOPING SALES LEADERS

The program focuses on specific goals, objectives and challenges of today's sales leaders.

• PERSONALIZED AND FACILITATED

A 25 year veteran of successful, real-world executive leadership experience will be facilitating this program. You will work side by side with a group of like minded professionals from diverse industries and backgrounds.

• CONVENIENCE

The group meets virtually on the first thursday of the month, from 8:00 AM - 10:00 AM, with the exception of July and August.

• EXCEPTIONAL VALUE

The program is offered for substantially less than the cost of other professional development programs. The combination of confidentiality, convenience and professional facilitation makes Sales Leader Exchange the best value for Partnership members at \$1,500.

• QUALIFICATIONS TO JOIN

Members of this group must be in a sales leader role for their organization and must have at least one direct report who sells products and/or services.

Sales Leader Exchange will focus on:

PROCESS

PROCEDURES

STRATEGY

PLANNING

MEASUREMENT

LEADERSHIP

ACCOUNTABILITY

PROGRAM COVERS

- Creating an environment of sales success
- Defining the sales strategy
- Coaching mindset/culture
- Improving poor performance
- Ride-alongs and roleplays
- Sales meetings and one-on-ones
- Hiring and onboarding
- Company and individual business plans
- Compensation plans
- Forecasting

Response to Sales Leader Exchange has been strong and group size is limited to 15.

APPLY TODAY:

thepartnership.org/salesleaderexchange

FOR MORE INFORMATION, CONTACT:

Liz Benkovich | 716.541.1759 | lbenkovich@thepartnership.org | thepartnership.org/salesleaderexchange

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Are you experiencing any of the following challenges?

- You have not developed a sales plan
- The sales team is underperforming
- You are not meeting your sales goals
- You do not have a solid tracking system or an understanding of your pipeline
- You were promoted to the sales manager position and are in need of the right leadership training

If you answered yes to any of these scenarios, Sales Leader Exchange is for you.

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MEET THE FACILITATOR OF SALES LEADER EXCHANGE



TONY WATSON

Certified Sales Leader

Tony is a passionate, energetic leader with more than 25 years of experience driving business growth through aggressive sales initiatives. He is the president of WNY Sales Solutions LLC, an organization focused on building sales organizations that maximize

revenue and profits. Tony has a proven track record for developing top-performing teams and has built, mentored and led large action-oriented sales teams managing over \$200 million in annual revenue.

With a deep background in the technology industry, Tony brings a full complement of executive leadership competencies, from business strategy and tactical implementation through management of P&L and all sales and operational areas for fast-paced organizations. He has significant expertise in developing and building sales channels and new customer networks, while aggressively penetrating new markets. He is also thoroughly adept in all aspects of the sales cycle; and is highly skilled in developing and presenting customized, winning proposals. Tony's expertise also includes building and managing inside/outside sales and sales support.

He specializes in building, training, managing, and motivating sales teams and individual performances above expectations. His strong relationship management, team building, and general business acumen have empowered Tony to drive unprecedented revenue and profitability gains within highly competitive organizations, industries, and markets. He also excels in negotiating win-win solutions in difficult or critical situations with prospects, clients, partners, and vendors.

Now, as an outsourced Buffalo-area sales consultant, Certified Sales Leader and licensed Sales Xceleration Advisor, Tony will leverage the power of Sales Xceleration's proven sales growth and sales management systems to help small and medium-sized businesses increase sales and boost profits for sustainable sales performance.

Tony is happy to call Buffalo home with wife Justine and two children. He enjoys golfing, fly fishing, snowboarding and spending time with his family and friends.

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