

Edstellar

Corporate Sales Leadership Training

Transform individual contributors into high-impact leaders to maximize sales performance and revenue growth.



The Evolution of Revenue Generation

Tactical Sales Management

- Reactive problem solving
- Basic client relationships
- Focus purely on individual quotas

The Leadership Turning Point

- Applying data-driven leadership
- Leading with kindness
- Mastering conflict resolution



Strategic Revenue Leadership

- Increased deal closures
- Expanded market share
- Forward-thinking strategy execution

Program Architecture Parameters



Duration:
16 - 24 hrs



Instructor-Led
Group Training



Virtual, On-site, or
Off-site Modalities



10,000+ Trainers
Globally



Course Completion
Certificate

The Capability Activation Curve



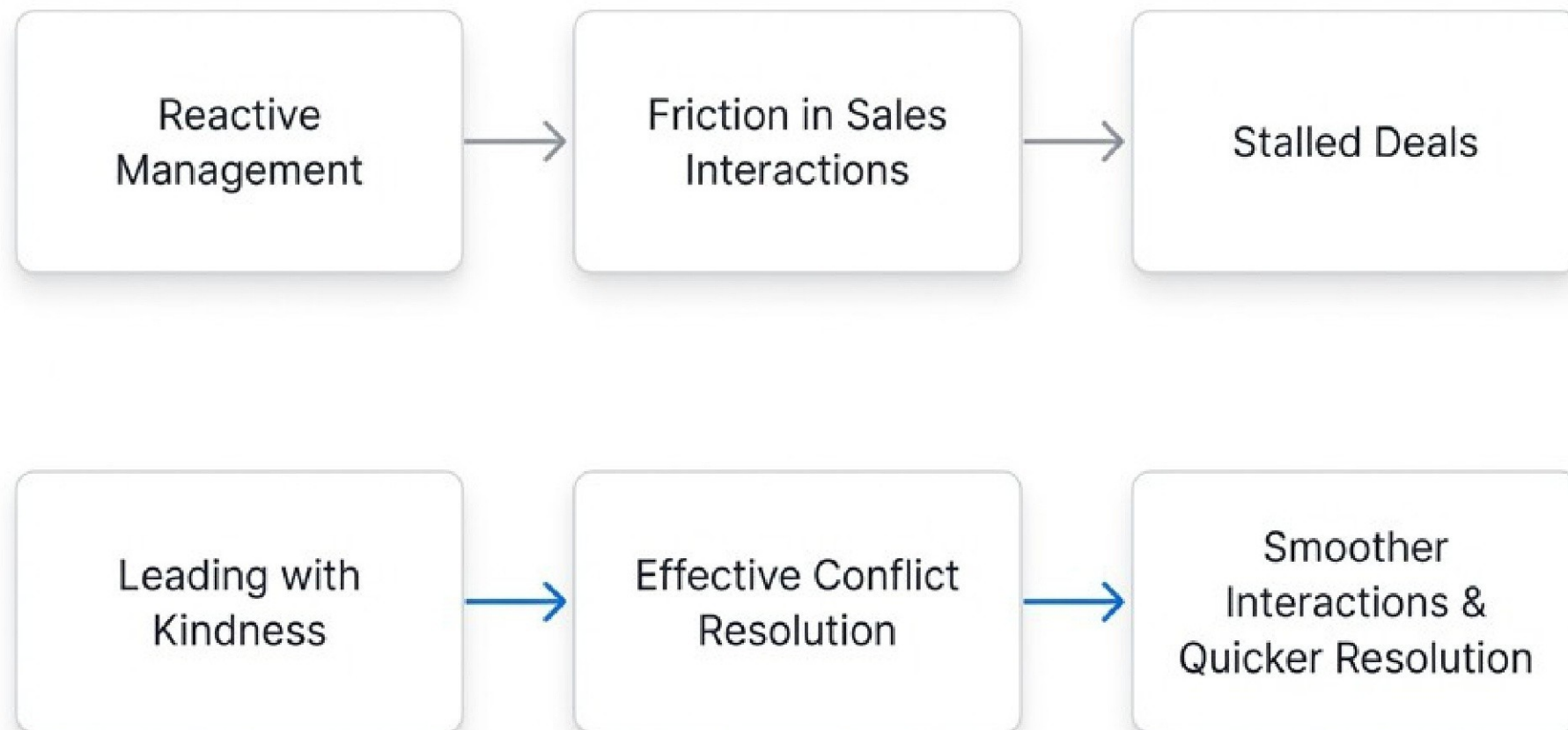
Three-Phase Transformation Architecture



Phase 1: Foundational Alignment



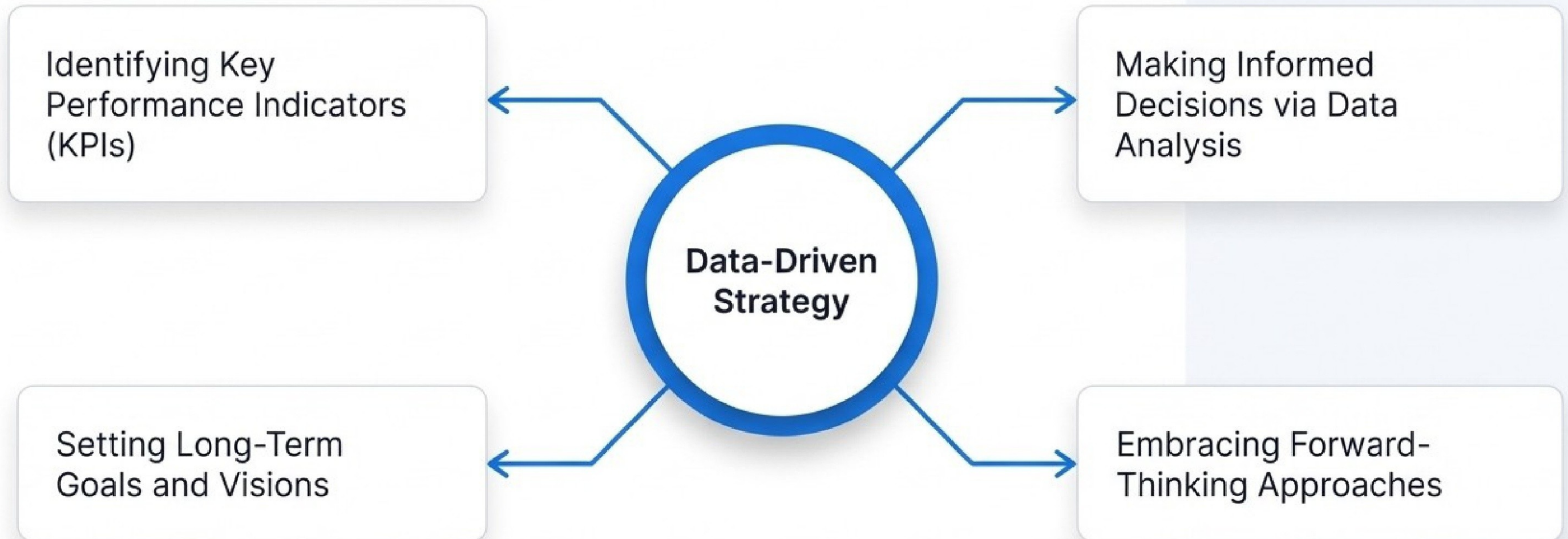
Phase 2: People & Culture



Key Competencies Activated

- ⊖ Addressing and resolving disputes effectively
- ⊖ Creating a culture of empathy and respect
- ⊖ Demonstrating kindness in leadership actions
- ⊖ Navigating complex sales challenges

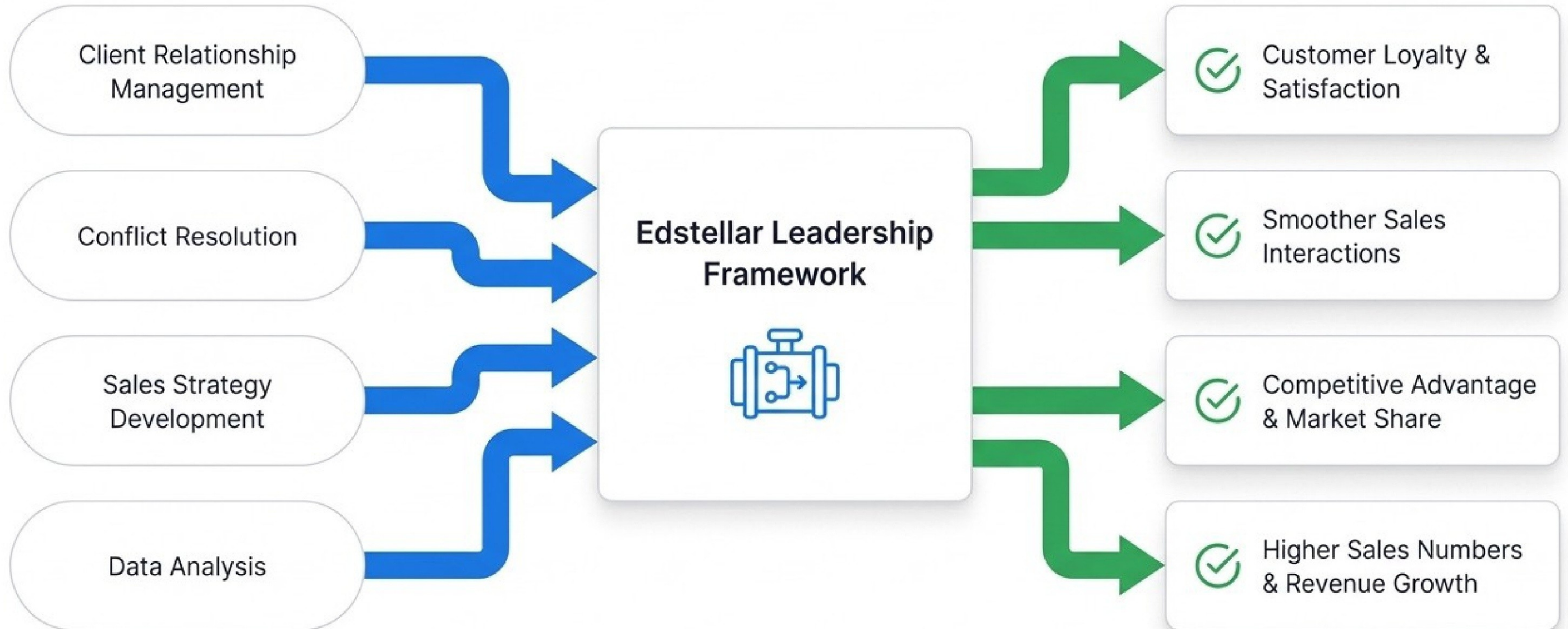
Phase 3: Strategic Execution



Organizational Capability Diagnostic Matrix

Individual Contributor	Traditional Manager	Edstellar-Trained Leader
Maintains basic client interactions.	Manages existing relationships reactively.	✓ Establishes robust relationships driving loyalty and repeat business.
Avoids or escalates team friction.	Addresses disputes as administrative tasks.	✓ Resolves challenges rapidly for smoother sales interactions.
Focuses strictly on personal quota.	Attempts to enhance basic processes.	✓ Implements advanced strategies aligning with organizational objectives.

The Business Value Realization Engine



Target Audience Alignment



Flexible Global Delivery Modalities



Virtual Live Instructor-Led

- Brings expert-led training anywhere
- Ensures consistent quality globally
- Utilizes interactive tools for engagement



On-site Face-to-Face

- Tailors workplace environment to learning
- Improves team collaboration and sharing
- Allows direct interaction for clarification



Off-site Face-to-Face

- Provides a distraction-free focused environment
- Improves team bonding through activities
- Boosts morale and demonstrates commitment

Proof of Impact

“The Sales Leadership training provided me with comprehensive capabilities that elevated my expertise. As a Senior Demand Generation Manager, I needed to understand performance management deeply, and this course delivered frameworks gave me hands-on experience with industry best practices. The knowledge gained has been immediately applicable to mission-critical projects and initiatives.”

Glynn Palmer

Senior Demand Generation Manager
Executive Leadership Development Firm

Enterprise-Grade Global Scalability



**Delivery Capability
Across 100+ Countries**



**Training Available in
10+ Languages**

(English, Español, 普通话, Deutsch, etc.)

Equip Leaders for Sales Excellence



Help your employees build lasting capabilities that translate into real performance gains. Develop a culture of sales excellence within your organization.

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