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Strategic Objective

The strategic objective of the Sales Development Track is to build a future-ready, high-performing sales force capable of driving sustainable revenue growth, deepening customer relationships, and contributing to the organization's strategic objectives.

By anchoring the track to the five development pillars, Managing Self, Managing Others, Managing Operations, Managing Innovation, and Managing the Business, we aim to transform the mindset, skillset, and behaviors of sales professionals and leaders across all levels. The track is designed to instill a culture of ownership, accountability, and strategic selling, bridging the gap between tactical sales execution and enterprise-wide value creation.

Program Mandate

Mandate 1

Equip sales staff with essential selling skills, customer-centric tools, and performance techniques needed for front-line excellence.

Mandate 2

Prepare emerging and existing sales leaders to inspire, coach, and manage high-performing sales teams.

Mandate 3

Strengthen the sales organization's capability to align operational execution with strategic priorities, from pipeline management to key account development.

Mandate 4

Integrate innovation, adaptability, and business acumen into sales processes to ensure agility in fast-changing markets.

Mandate 5

Create a comprehensive and scalable learning journey that evolves with organizational needs and individual growth.

BB Strategic Approach

The Sales Development Track is built on a multi-tiered, experiential, and competency-based learning architecture that ensures depth, flexibility, and real-world application. The track is mapped to career stages and integrated with real-time business metrics.

Business Impact

By preparing sales professionals, both frontline and leadership, for success across all stages of the sales lifecycle, this program directly supports the organization's revenue growth, talent readiness, and long-term strategic execution. It enables the sales function to act not only as a revenue engine but as a strategic partner to the business.

PROJECT SUCCESS JOURNEY

Evaluate effectiveness and outcome using quantitative measures

Reinforce the solution:

- Post implementation exercise
- Different coaching setups
- Creating action plans

Implementing the agreed upon solution, with sufficient room for application and practice



Assess business context and identify gaps utilizing:

- Interviews
- Surveys
- Questionnaires
- Data analysis

Evaluate target audience competencies and performance root cause through:

- Psychometric tools
- Behavioral assessments

Develop solution based on analysis, with clear objectives, and utilizing the appropriate methodology

Align on roles, expectations, and commitment with key stakeholders

This phase focuses on designing the learning architecture, content, structure, and experience of the Sales Development Track to address the specific capability gaps and development needs identified earlier.

It is a strategic blueprinting process that ensures the track is relevant, practical, scalable, and aligned with real-world business challenges.

To develop a comprehensive, role-specific, and competency-driven development track that builds the critical behaviors, skills, and mindsets required for sales excellence—while aligning with business strategy, participant profiles, and organizational culture.

Competency-Based Approach

At the heart of this program lies a competency framework, a blueprint of the behaviors, skills, and mindset that leaders must demonstrate to succeed in their roles and contribute to the organization's future.

These competencies have been carefully selected based on:

- The realities of today's fast-evolving business environment
- The expectations and responsibilities of leadership roles
- The values, culture, and future direction of the organization

Development Pillars

This design ensures that every element of the leadership journey is purposeful, context-driven, and tailored to create measurable impact, both for the leader and the business.

1. Managing Self

Focuses on personal mastery and emotional intelligence.

2. Managing Others

Builds interpersonal skills, teamwork, and influence.

3. Managing Operations

Equips graduates to execute effectively and efficiently.

4. Managing Innovation

Encourages creative problem-solving and continuous improvement.

5. Managing the Business

Develops business acumen and strategic thinking.

SALES DEVELOPMENT PROGRAM APPROACH

TARGETED COMPETENCIES & RECOMMENDED TOPICS

A comprehensive competency framework aligned with the five development pillars in your Sales Development Track. The framework covers both frontline sales professionals and sales leadership roles.

Development pillar	Targeted Competencies	Competency Description
Managing Self	Sales Mindset & Motivation	Demonstrates resilience, ownership, and positivity under pressure. Views targets as achievable and meaningful.
	Time & Activity Management	Plans and prioritizes daily tasks effectively to maximize selling time and reduce low-value activities.
	Customer Engagement	Initiates and maintains rapport, connects with diverse customer profiles, and personalizes conversations.
	Consultative Selling	Uses open-ended questions, active listening, and empathy to uncover customer needs.
	Emotional Intelligence	Manages emotions, responds calmly to objections, and maintains composure during negotiation or rejection.
	Communication Skills	Articulates ideas clearly, adjusts tone based on the audience, and demonstrates persuasive storytelling

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Managing Others	Coaching & Mentoring	Develops others through structured feedback, active listening, and growth conversations.
	Team Leadership	Sets direction, manages performance, and creates a collaborative and high-performing sales team culture.
	Conflict Resolution	Navigates internal or client disagreements effectively while preserving relationships.
	Influence & Stakeholder Management	Aligns internal functions (e.g., marketing, delivery, finance) to support customer success and sales goals.
	CRM & Data Discipline	Reinforces structured use of CRM and sales analytics tools to coach based on facts and trends.
	Motivating Teams	Creates energy and focus among team members, recognizing performance and fostering accountability.

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Development pillar	Targeted Competencies	Competency Description
Managing Operations	Sales Process Management	Applies structured methodology from lead generation to closing. Follows the process with consistency.
	Pipeline & Forecasting	Maintains accurate pipeline, forecasts realistically, and manages activity levels based on targets.
	Territory & Account Planning	Organizes accounts based on potential, activity rhythm, and coverage strategy
	Performance Metrics & KPIs	Tracks conversion rates, deal velocity, and other KPIs to improve execution.
	CRM Utilization	Uses CRM as a strategic tool for planning, recording, and decision-making – not just data entry.
	Cross-Functional Coordination	Works with support functions to resolve client issues, fulfill contracts, and deliver customer experience.

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Managing Innovation	Creative Selling Techniques	Uses storytelling, visualization, and alternative offers to shift customer thinking and differentiate value.
	Digital & Social Selling	Leverages platforms like LinkedIn, CRMs, or email automation to generate leads and build brand presence.
	Data-Driven Decision-Making	Uses data insights and market trends to shape proposals, pricing strategies, and client conversations.
	Adaptability & Agility	Responds effectively to sudden change, product, pricing, competition, without losing momentum.
	Customer-Centric Innovation	Identifies opportunities to co-create solutions or add unexpected value to the customer.
	AI & Sales Enablement Tools	Embraces and experiments with AI-driven or automated sales tools for productivity and insight.

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Development pillar	Targeted Competencies	Competency Description
Managing The Business	Strategic Account Management	Develops long-term, multi-level relationships in key accounts. Builds joint plans for mutual growth.
	Negotiation & Value-Based Selling	Balances customer demands with margin protection. Defends value rather than discounting.
	Business & Financial Acumen	Understands how pricing, volume, margins, and ROI affect profitability and overall business success.
	Market Segmentation & Targeting	Analyzes and selects market segments that align with product/service value.
	Sales Strategy Execution	Translates strategic objectives into measurable team actions. Adjusts based on market intelligence.
	Change Leadership	Drives sales transformation initiatives, technology adoption, and performance shifts across the function.

The Implementation Phase is where the Sales Development Track moves from design to action and execution. It involves the full-scale rollout of the learning journey, tailored to the identified competencies or sales-specific tasks and responsibilities.

This phase ensures that the development experience is not only delivered effectively but also relevant, practical, and impactful, with content and delivery methods that mirror real-world sales challenges.

Flexibility and Customization

One of the defining strengths of this phase is its flexible and modular structure, which allows the Sales Development Track to adapt to:

The program is fully customizable based on:

- Different Business Units, Sales Functions, or Markets (localized or adapted based on region, industry vertical, product line, or market complexity).
- Various Roles and Experience Levels (new sales hires, account executives, team leaders, or sales managers)
- Delivery Modes (In-person, virtual, or hybrid learning formats)
- Delivery Cadence (Intensive track - phased learning waves)

The clustering of topics between core and elective is not fixed. It is subject to change based on the specific gaps and development goals revealed during the diagnosis phase.

SALES DEVELOPMENT PROGRAM APPROACH

The track can be deployed in two strategic approaches, depending on the organization's development philosophy and priorities:



Competency-Based Implementation

- Aligned with a defined sales competency framework
- Modules are delivered based on the prioritized competencies per role (e.g., Consultative Selling, Pipeline Management, Negotiation)
- Supports leadership succession, career pathing, and structured skill growth
- Easy to link to assessment frameworks and behavioral KPIs



Task-Oriented Implementation

- Focused on building skills around critical sales activities or job tasks (e.g., Running Discovery Calls, Handling Objections, Closing Deals)
- Modules are designed around performance moments and real-world tasks
- More agile and application-focused for teams needing quick wins
- Can be used to address urgent tactical gaps in execution

Both approaches can be combined. For example: use a competency-based structure with task-specific delivery inside each competency.

DELIVERABLES IN THE IMPLEMENTATION PHASE

- Launch of learning tracks per audience group (mapped to roles or functions)
- Delivery of live workshops, simulations, digital modules, and coaching sessions
- Job aids, templates, and on-the-job application tools
- Access to digital platforms for reinforcement and self-paced learning
- Periodic check-ins, field assignments, and application challenges
- Ongoing stakeholder engagement and progress reviews

DEVELOPMENT PROGRAM JOURNEY

SALES DEVELOPMENT PROGRAM – COMPETENCY BASED

Development pillar	Program Topics	Main Points
MANAGING SELF	Personal Effectiveness	Time Management for Salespeople Goal Setting and Personal KPIs Sales Mindset & Motivation Resilience & Grit in Sales Growth Mindset & Self-Learning
	SIM Sales Sales Essentials	Sales Process Fundamentals Consultative Selling Skills SPIN Selling Customer Types & Buying Personas FAB (Features-Advantages-Benefits) Technique
	Emotional Intelligence	Active Listening & Empathy Questioning Techniques Building Rapport with Clients Non-verbal Communication in Sales Handling Objections techniques
	Communication Skills	Self-Awareness in Selling Managing Stress & Emotions Handling Rejection Gracefully
	The Cave (Comex Based Learning)	Emotional Intelligence Effective Communication Healthy work environment Happiness & Wellbeing
MANAGING OTHERS	Collaboration	Cross-functional Communication (with Marketing, Ops, etc.) Conflict Resolution in Teams
	Client Relationship Management	CRM Usage Best Practices Customer-Centric Culture Relationship Mapping Key Account Development
	Code 08 (Comex Based Learning)	Coaching Fundamentals and Mindset Building Trust and Rapport Active Listening and Powerful Questioning Giving Constructive Feedback Handling Difficult Coaching Conversations Coaching for Performance Improvement
	SIM Sales Leadership Inside Out (Comex Based Learning)	Leading Sales Teams Situational Leadership in Sales Coaching for Sales Performance Delegation Skills

DEVELOPMENT PROGRAM JOURNEY

SALES DEVELOPMENT PROGRAM – COMPETENCY BASED

Development pillar	Program Topics	Main Points
MANAGING OPERATIONS	SIM Sales Sales Process Management	Structuring & Managing a Sales Funnel Sales Pipeline Management Lead Scoring and Qualification Forecasting Sales (Quantitative Models)
		Setting KPIs and Dashboards Territory Planning & Route Optimization Sales Incentives & Compensation Design Performance Reviews & PIP Management
	Sales Enablement Tools	CRM Integration Salesforce Automation Tools AI Tools in Sales.
MANAGING INNOVATION	Creative Selling Techniques	Storytelling in Sales Solution & Value-Based Selling Challenger Sales Model Social Selling & LinkedIn Strategy
	Digital & AI Tools	AI & Automation in Sales (chatbots, lead scoring) Data-Driven Selling Personalization at Scale using Tech
	Customer-Centric Innovation	Design Thinking for Salespeople Voice of Customer Analysis Co-creating with Key Clients
	Zigzag Innovation Land (Comex Based Learning)	Foundations of Innovation & Creative Thinking Cultivating a Creative Mindset Empathy and User-Centered Thinking Divergent & Convergent Thinking Techniques
MANAGING THE BUSINESS	Strategic Sales Management	Building a Sales Strategy Business Planning for Sales Leaders Market Segmentation & Prioritization Sales Budgeting
	SIM Sales Growth & Expansion	Channel Sales & Distribution Strategy International Sales Management New Market Entry Planning
		Understanding Financial Metrics (COGS, Margin, ROI) Pricing Strategies Negotiation at Enterprise Level
	Organizational Sales Culture	Building a High-Performance Sales Culture Driving Change in Sales Organizations Succession Planning for Sales Leaders
	The Compass (Comex Based Learning)	Fundamentals of Strategic Thinking Environmental Scanning & Trend Analysis Strategy Formulation Models Vision, Mission, and Strategic Objectives Business Model Innovation & Value Proposition

DEVELOPMENT PROGRAM JOURNEY

SAMPLE SALES DEVELOPMENT JOURNEY

This track is designed to develop the essential competencies, behaviors, and practical techniques required for **frontline sales professionals** to succeed in today's fast-paced, customer-driven environment.

Whether they are working in B2B, B2C, retail, telesales, or field sales roles, this track addresses the **real challenges frontliners face daily**, from prospecting and objection handling to closing deals and managing customer expectations.



DEVELOPMENT PROGRAM JOURNEY

SAMPLE SALES DEVELOPMENT JOURNEY

This track is designed to elevate the capabilities of sales managers, empowering them to lead high-performing teams, drive consistent execution, and contribute strategically to business growth.

The Sales Managers Track equips participants with the leadership, operational, and coaching skills needed to manage people, processes, and performance in today's competitive, fast-evolving market.

