

“TOP-LINE IMPACT”

Exchanging Knowledge, Developing Sales, Impacting the Top-Line

We, at LEADERSHIP CAPITAL GROUP, have developed a highly individualized approach to personal and professional sales development that is directly linked to strategic business objectives. The “TOP-LINE IMPACT” PROGRAM combines Sales Executive Education and One-on-one Coaching over 6 months to allow integration of best practices into your sales style and territory.

The Kick-off dinner features the presentations, “LEADERSHIP: IT’S ALL ABOUT YOU ” by Jim McLean and the “ROI OF LEADERSHIP” by Roger Jansen, Ph.D.

COST includes Executive Assessment, (3) education modules, (3) coaching sessions, kick-off breakfast, books and materials

FOR MORE INFORMATION,
PLEASE CALL
(616) 954-2722 OR
E-MAIL US AT
INFO@LEADERSHIPCG.COM

This four-phased approach links your leadership behaviors to performance and top line results:

PHASE ONE: Getting To Know You & Your Organization (full assessment & cultural survey)	PHASE TWO: Kick-Off Breakfast & (3) Executive Education Modules (Classes are 4 hours)
PHASE THREE: (3) Executive Coaching Sessions (Based on leadership assessment)	PHASE FOUR: Measuring Progress

Through this 6 month program, your sales leaders will have exposure to and participation with:

- A **world class faculty**: Professional Sales Consultants, Corporate Psychologists and Former CEO's
- **Individual Leadership & 360°Assessment** to gauge personal strengths and developmental opportunities
- Individualized **one-on-one sales coaching** to reinforce and translate your learning to your sales style and territory
- Personalized **Developmental Agendas** which integrate organizational strategic requirements with your personal & financial goals
- A support **network** with others who are in like positions, experiencing similar issues

KICK-OFF DINNER

Cascade Hills Country Club,
Grand Rapids, MI

EDUCATION MODULES

Class dates will be provided upon registration

2025 East Beltline Avenue SE—Ste. 101
Grand Rapids, MI
www.leadershippcg.com

