

# Catalyst™ Module Overview

Transform sales managers  
into front-line leaders reps  
want to follow



In an ideal world, your sales managers see themselves as transformational leaders who understand lasting behavioral change isn't achieved through incentives, training, and scorecards alone.

The truth – many managers are struggling because experience and skills don't always equate to leading. They lack the time, and often the motivation, to be the catalyst the sales team needs to inspire change.

Catalyst is a workshop and methodology for front-line sales leaders. The course distills effectiveness down to the three drivers of performance - desire, productivity, and capabilities and unfolds through three modules designed to help them lead, manage, and coach more effectively.



# Module 1: Lead

To drive desire, leaders will discover the answers to key questions of what drives engagement, and how to improve receptivity to coaching.

## Big Ideas

Engagement depends on your ability to meet your rep's five critical needs.

When leaders choose to serve, it becomes easier to motivate and drive results.

A person's willingness to listen is more important than your ability to communicate.

## Core Elements

### **Clarify** – Learn the drivers of desire

Identify drivers of engagement:

1. Vision
2. Alignment
3. Purpose
4. Mastery
5. Uniquely Valued

### **Serve** – Become an Other-Centered® leader

Gaining buy-in means leaders must shift their mindset and focus on the needs of each team member.

By choosing to serve the team, barriers can be removed and receptivity improved.

### **Influence** – Remove barriers to change

Relationship, ego, competing beliefs, and payoff must all be understood for lasting change to be made.

Until we validate the listener's point of view, they will never embrace our point of view.

# Module 2: Manage

Being a good leader solves the motivation challenge, but a different “hat” is required to drive productivity. In this module, the focus is to become a better manager by ensuring every team member is clear about what they need to do to reach their goals.

## Big Ideas

It begins with a plan – not the leader’s plan, but the rep’s plan.

Measuring performance requires more than traditional sales metrics.

## Core Elements

### Plan

Participants learn to facilitate the development of an effective plan based on a deeper understanding of customer type, sales life cycle, pipeline, and historical data.

### Measure

With a plan in place, sellers need a clear understanding and system to track the metrics that matter – those revealing progress (not just activity).

Once defined, a simple system is offered to measure progress and adherence to the plan.

### Report

Knowledge of the plan and what to measure is only the beginning.

Effective managers know their team needs accountability to achieve their plan. They will learn the cadence of reporting progress and how to effectively deliver the truth about the numbers.

# Module 3: Coach

Coaching is defined by investing the time to improve a person's ability to perform. Therefore, effective coaches learn in the final module to **diagnose** (identify the barrier to performance), **align** (agree on what needs to improve), and **develop** (implement a skill development plan) in collaboration with their reps.

## Big Ideas

Determining what to assess and who to assess

You can't force someone to learn a skill

Coaching isn't a coaching conversation – it requires work

## Core Elements

### Diagnose

Identifying an opportunity for improvement should be based on measurable capabilities.

By demystifying the cause of performance gaps, leaders learn to effectively observe, and create plans that drive change with each employee.

### Align

Once a performance gap is identified, collaboration is needed for change to occur.

Leaders learn the 6-Step Coaching Model, and are provided practical resources to help facilitate results.

### Develop

Developing capabilities once a plan is in place boils down to a simple four-step process.

1. Determine capabilities(1-4)
2. Align plan for according to the stage
3. Identify developmental activities to bridge the gap
4. Stick with the plan



# Reference Tools/Job Aids

## Catalyst Dashboard™

A cloud-based dashboard that allows sales leaders to monitor and manage the dials that drive results – desire, productivity, and capability.

The dashboard contains customized diagnostic tools, allowing managers to assign 200+ developmental activities for each rep.

## Catalyst™ Certification

Post-training, the focus shifts to real-world application. We certify each leader in a rigorous three-cycle process including:

**Calibration** – Managers learn to assess skills, create effective coaching strategies and model desired behaviors.

**Side-by-side** – Coaching Leaders can observe and be observed to gain a deeper understanding and receive instant feedback from an ASLAN consultant.

**Accountability** – Managers will be held accountable to the coaching cadence and defined process, to reinforce training and improve performance.





# Empower Sales and Simplify Coaching with the Catalyst™ Dashboard

## The results speak for themselves

22x

Increase in number of meetings

365%

Higher response and click-through rates

44%

Average increase in rep performance

1.5

Months saved per year

## From Assessment to Mastery: The Catalyst™ Methodology

### Lead

Discover the answers to key questions of what drives engagement, and how to improve receptivity to coaching.

### Manage

Become a better manager by ensuring every team member is clear about what they need to do to reach their goals.

### Coach

Investing the time to improve a person's ability to perform.

## Trusted by Top Organizations



Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

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