

SDI 5 LEADING a Digital Sales Team



LEADING a Digital Sales Team (Digitally Leading)

An overview of the key factors involved in successfully leading & managing a digitally-enabled sales team with a comprehensive business strategy

Episode 5.1

Leading & Managing

Episode overview: The digital world is and transforming the fundamentals of leading and managing through the merging technology with humans and new methods are emerging for Leaders and Managers. This episode explores the differences and similarities of leading and managing while discussing situations where it is necessary to lead and other situations where it is more appropriate to manage.

Episode 5.2

Digital Leaders

Episode overview: Insurance industry leaders are moving away from the traditional leader model and becoming OMNI leaders that are both digitally-enabled and digitally-present. This episode observes the digital transformation of the insurance leader and defines a new leader model positioned to lead a team of OMNI Advisors while exploring some of the new tools and opportunities for leaders who are willing and able to adapt.

Episode 5.3

Promoting Standards

Episode overview: An effective tool in the leader's arsenal is establishing and promoting standards. With digital transformation greatly impacting the insurance industry, new standards for performance are emerging in the digital sales journey. This episode discovers the importance of promoting standards as a leader or manager and identifies the important areas of performance that require established standards.

Episode 5.4

Team Dynamics

Episode overview: Modern digital sales teams are organized and operate in a new digital world. Working and selling virtually requires new methods and strategies to perform effectively and digital team leaders must adapt to remain competitive. This episode identifies the key areas and dynamics of digitally-enabled sales teams and explains several important areas in the development of a digital sales team strategy.

Episode 5.5 The S5 DLP

Leading a sales team in today's digital world with a business plan

Planning Overview: The Digital Leader Planner is designed in a traditional format that focuses on the key areas of leading a sales team in today's digital world. The DLP does not replace an existing planning process, but rather provides a digital layer of planning detail. This Planning Episode shows how the design of a basic plan starts with understanding the team Mission/Vision and the other important targets for team size and productivity.