

ACCELERATE™

New Manager Coaching and Consulting



Driving Sales Performance in the First 90 Days



905-737-4548



www.starresults.com

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We believe that inspired leaders bring vision, focus, passion and enthusiasm to the business. Sales managers are the catalyst to unlocking the potential in your organization and turning it into performance.

The “Why’s” and “How’s” of Integration Coaching

Why?

We have three compelling reasons for providing newly appointed organizational leaders with integration coaching:

- ✦ 40% of new leaders leave their organizations within two years of being hired (Globe and Mail, Report on Business, May 4, 2005)
- ✦ 64% of leaders that are hired externally fail in their new jobs (Ciampi and Watkins, Harvard Business School Press, 2001)
- ✦ A new leader’s success or failure is determined in the first three months on the job (Watkins, Harvard Business School Press, 2003)

Why do so many executives/managers fail in their new jobs? Usually they lack a properly planned integration strategy. This is where **Accelerate™** makes a difference. Our proprietary methodology is designed to effectively integrate new sales managers into their new role within that critical 100-day time frame. It is all about building traction in the new role and laying the foundation for long-term success.

How?

Our buttoned-down coaching methodology links coaching goals to business goals, produces high levels of engagement and builds momentum towards targeted, measurable outcomes.

A dedicated integration Coach connects bi-weekly with the new managers during the first 100 days in the new job to structure their integration plan, identify key deliverables, align individual and organizational goals, monitor the implementation strategy...and measure success.

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Our Methodology

We have a systematic approach that is grounded in cutting-edge research and focused on targeted, measurable outcomes. New sales managers who engage in our five-phase process build early credibility and momentum in their first 100 days on the job. We work with each new manager on the 5 “A’s” of successful integration:

- I. **Assessment and Analysis**
 - ✦ Assess your team, organizational structure, processes and strategies
 - ✦ Make a solid first impression
- II. **Assimilation**
 - ✦ Understand your boss, corporate culture and politics
 - ✦ Develop key relationships
- III. **A-Priorities**
 - ✦ Identify challenges and opportunities
 - ✦ Establish business objectives
- IV. **Alignment**
 - ✦ Align your team, align your organization with the strategic goals of the business
- V. **Action Plan**
 - ✦ Build your personal leadership plan
 - ✦ Generate team ownership and buy-in
 - ✦ Secure early wins
 - ✦ Plan for future wins

Key Benefits of Integration Coaching

- ✦ **Market Readiness.** New sales managers hit the ground running, realizing early wins.
- ✦ **Contextual Audit.** Focused conversations with stakeholders ensuring clarity on business issues and perhaps more importantly...making a solid first impression.
- ✦ **ROI.** Recruiting or promoting a new manager is a significant investment decision. **Accelerate™** will reduce the risk and improve the return on your decision to recruit new management.

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Level	Deliverables
Senior Sales Manager/ Sales Executive	<ul style="list-style-type: none">▪ STAR Executive Assessment and Profile▪ Introductory face-to-face meeting with a dedicated integration Coach▪ Bi-Weekly one hour coaching sessions with dedicated integration Coach▪ Access to coach between meetings via email and telephone▪ Exclusive access to our Tele-Classes Meetings▪ Leadership Action plan
Regional/District Sales Manager	<ul style="list-style-type: none">▪ Management Pro Assessment and Profile▪ Bi-Weekly one hour coaching sessions with dedicated integration Coach▪ Access to coach between meetings via email and telephone▪ Exclusive access to our Tele-Classes Meetings▪ Team Action Plan

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About STAR Solution That Achieve Results

STAR Results is a sales management consulting, training and coaching organization dedicated to leadership development. We know that managers hold the key to unlocking STAR performance.

In today's highly competitive business environment, you are facing challenges with satisfying customer needs and cost effectively driving sales growth.

We have developed a very exciting and comprehensive new program called the STAR Sales Management System, which will increase your top and bottom line performance.

We have also developed leading edge professional coaching solutions that help new managers integrate into their new role and support the reinforcement of learnings.

Biographies of Key Team Members

Steven A. Rosen, Chief Catalyst - STAR Solutions That Achieve Results Inc.



Steven Rosen is the founder of STAR Results. His gift is inspiring people to be their personal best. Steven brings over 10 years of executive experience leading strategy and execution in the pharmaceutical and packaged goods sectors. His expertise in aligning sales and marketing initiatives to achieve key business results and exceed customer expectations has delivered STAR results in his roles as VP Sales at Biovail Pharmaceuticals Inc and VP Sales and Marketing at Alcon Canada. He has developed a professional reputation for building high-performance teams focused on 'best in class' performance.

Steven holds an undergraduate business degree and a Master in Business Administration from Concordia University. His areas of passion are inspiring people to achieve their true potential, working with sales leaders to create high performance sales organization that deliver extraordinary results. He is a high energy and colourful presenter/facilitator who will inspire your organization to realize STAR performance.

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Samy Chong –Corporate Philosophers Inc.



Samy Chong is a certified executive coach, inspirational speaker and Chief Inspirational Officer (CIO) of Corporate Philosopher Inc. Before becoming an executive coach, Samy was a wildly successful restaurateur and caterer for over 15 years. In 2001 he made the leap of faith to sell his business and follow his passion and higher purpose: executive coaching.

Through Corporate Philosopher, Samy coaches executives and leaders who want to enhance their leadership through a new model that serves to ‘inspire’ their team. Part of his gift is the ability to align all team members towards a compelling vision of the organization. These processes include helping each team member to naturally and creatively align their passion and purpose—a process that allows the team to co-create their compelling vision. The net effect is an immediate ‘lifting’ of the teams’ spirit; measurable results can be seen in a short period of time. Samy’s gift is truly inspiring others to greatness.

Samy Chong is certified by the Coaches Training Institute in California and is on the Board of Directors for the GTA chapter of the International Coach Federation. He is also a member of the Canadian Association of Professional Speakers.

In addition to an exceptional relationship with two wonderful children, Samy has written a series of six articles on ‘The Art of Business’ for the *National Post* covering topics such as:

- ★ “Creating a climate where truth prevails, (March 14, 2005);
- ★ How often do you fail to follow through—honouring commitments (April, 2005);
- ★ Integrity is critical to success (November 2004).

Samy is a graduate of Ryerson University, Toronto, the Secretan Centre Inspirational Leadership Training and the Coaches Training Institute (CTI). He is also a noted public speaker to organizations and groups including Trial Lawyers of America, Health Management Association of North-Western Pennsylvania and the Georgian College Board of Governors. He has appeared on Toronto’s CITY TV and participated on numerous radio programs across Southern Ontario.

Samy is certified by the Coaches Training Institute in California and is on the Board of Directors for the GTA chapter of the International Coach Federation. He is also a member of the Canadian Association of Professional Speakers.

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