

Brain Aware® Sales Leader

the brain-based approach to creating great sales leaders



It can cost 150-200% of a sales rep's annual salary to replace them, and with average sales turnover at 35%, turnover is costing your business a lot! The number one way to combat this is through effective sales leadership. Given the right training, sales leaders not only improve, they can become the "secret sauce" that turns a good organization into a great one, increasing revenue and engagement!

Brain Aware® Sales Leader is a science-based training solution created by Dr. Britt Andreatta, internationally recognized thought leader in leadership development and learning strategy. Your sales leaders will gain a new understanding of leading people by learning about the neuroscience of what brings out the best in others. In every engaging session, your sales leaders will actively apply content and concepts to their current teams and projects, delivering a great return on investment.

Your extensive Trainer's Toolkit includes:

- **6 visually stunning presentation decks** featuring a central theme/metaphor and a learning arc that drives "Aha! moments"
- **70+ engaging activities** to drive sustained behavior change through hands-on practice and application
- **6 gorgeous session workbooks** to keep your participants engaged and growing
- **150+ videos of Dr. Britt Andreatta** teaching the content, which you can use to learn how to deliver the content and/or share with your participants
- **3 of Dr. Andreatta's books** (*Wired to Resist*, *Wired to Connect*, *Wired to Grow*)
- **Additional materials for extended learning** through review webinars and memory boosting concept cards
- **Online and self-paced certification** to get you up and running quickly and easily
- **Feedback from Dr. Andreatta** and her team throughout your certification process
- **Rollout support** with agenda timelines, a complete Launch Guide, and quarterly webinars to help you succeed



Managing
Sales Professionals



Coaching
For Impact



Increasing
Emotional Intelligence



Creating Peak
Performing Sales Teams



Leading Effective
Change



Driving Execution
+ Accountability

Happy customers!

"I love the way Britt has synthesized leading brain science research with tried and true methods for leading people. My managers are eating it up and we have NPS scores of 92! The Train-The-Trainer was easy to navigate and provided me the flexibility I need to juggle multiple priorities. The team has been very responsive and collaborative in supporting our rollout."

Justin Reinert, Amobee
Director of Learning & Development

"This training has been a big hit with managers across all our functions. We love the shared dialogue and approach it has created for managers at every level. The best part is that after each session managers immediately start using the tools. Our leadership was able to see the impact from the first session and it continues to grow with each cohort."

Melanie Brittle, DPR Construction
L&D Program Manager

To learn more:



SCAN ME

Transform your culture through the power of great sales leaders!



95% of learners rated
Brain Aware Training as "excellent"



Introducing our Exclusive
Sales Skills Assessment



Winner of the BEST Award from the
Association for Talent Development (ATD)

Create a cohesive learning journey

The Brain Aware Sales Leader offers 30 hours of training content over 6 interconnected sessions that create a holistic set of effective skills. Each session features science-based content and related hands-on practice activities. With your certification, you can offer the training in a variety of formats including live in-person, live online, and blended with asynchronous resources like videos, readings, and exercises. Each session is organized around a theme or metaphor and materials are marked with color-coded icons for easy reference and review.



Happy learners!

"An amazing program! The best one I've taken at my company. I learned a lot about how to be a great manager and now I have new tools and resources to keep growing. I feel much more confident and better equipped to manage my team."
Manager, National Legal Company

"It's a great training with a lot of valuable takeaways. I became more aware of how my actions directly impact people. It helped me identify blind spots but also gave me tools to minimize the negative effects of them. The best training I've taken."
Manager, Global Construction Firm

"The Brain Aware Manager has been one of the best trainings I've attended. It gave me a lot of tools and ideas to address some issues I've been having, both at work and at home. Very beneficial!"
Manager, Global Tech Company



Get certified today!

Within a few short weeks, you can be rolling out this world-class training in your organization. The online Train-The-Trainer program is self-paced, making it easy to get up and running quickly. No need to travel or wait for a public session. All the teaching materials (presentation decks, videos) are immediately available, allowing you to customize them as you learn. Assignments help you prepare to deliver the content and you'll receive personalized feedback from internationally-recognized thought leader, Dr. Britt Andreatta and her top team of learning and development professionals.

Need us to deliver the program for you? We can do that! Our team of top-notch facilitators have worked with organizations of all sizes and across several industries.

To schedule a demo, contact us at:
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