

# Sales Team Development Planner

## Part 1: Dual Track Development Journey

List specific development activities suitable for your sales team in your company.

Role-based development activities	Career-based development activities

## Part 2: Escalating Leadership Opportunities

List potential leadership opportunities that could be offered in your company. Also consider when individual team members may be ready for that challenge.

#	Opportunities	Team member	#	When

This planner is based on concepts presented in an article by Stuart Ayling: **B2B Sales Management Strategies to Motivate and Retain a Gen Y Team**. For more sales management resources or to discuss training or sales performance improvement initiatives for your team contact Marketing Nous on [info@marketingnous.com.au](mailto:info@marketingnous.com.au) or visit the website at [www.marketingnous.com.au](http://www.marketingnous.com.au)