



**Most managers struggle to inspire and accelerate change because they are stretched thin, reactive, and focused on hitting quotas instead of leading the transformation their teams need.**

## OVERVIEW

**Catalyst™ helps sales managers become indispensable, influential agents of change that your sales reps want to follow.** It includes immersive training, consistent guidance, intuitive tools, practical demonstrations, performance dashboards, and leadership certifications. As a result, your sales leaders will be able to ignite and sustain positive change within your sales organization.

## STRUCTURE

Catalyst is a two-day program built around the three core responsibilities of frontline leadership: Lead, Manage, and Coach. Each module is designed to equip leaders with the mindset and tools to ignite desire, drive productivity, and build long-term capability. The result is a simple, repeatable framework to develop others and drive performance through the team.

## FORMAT



Onsite



Virtual



Train the Trainer

## BENEFITS

**44%**

lift in team  
performance

**365%**

increase in field  
engagement

**1.5  
months**

of time saved  
annually

## IDEAL AUDIENCE



Current Sales Managers



Emerging Sales Leaders

# Program Framework + Results

## Lead

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-  Without understanding each rep's mindset it is hard to lead in a way that sticks.
-  Intrinsically motivate each team member to catch the vision and reach their full potential.
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  - Identify the drivers of engagement and remove barriers to change
  - Align the leadership strategy to the four types of team members: independents, achievers, strivers, and detractors
  - Become a leader the team wants to follow

### EXPECTED OUTCOME

**Leaders ignite desire and engagement that drive discretionary effort and lift team performance.**

## Manage

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-  Execution suffers when managers lack clarity, accountability, and performance systems.
-  Develop a clear path and identify needed support systems to reach the desired destination: plan, process, and metrics.
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  - Develop a rep-centric plan and simple point system to track performance
  - Identify the metrics and KPIs that matter for each stage of the pipeline
  - Deliver feedback on performance that inspires and ensures alignment

### EXPECTED OUTCOME

**Leaders create clarity and accountability that drive consistent execution and higher productivity.**

## Coach

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-  Most managers lack a clear framework to coach reps and sustain high performance.
-  Empower willing team members to develop their skills and abilities to excel in their role.
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  - Learn the simple, scalable method to accurately diagnose the root causes of performance gaps
  - Achieve alignment from the team member through the adoption of a proven, six-step coaching model
  - Create an effective development plan

### EXPECTED OUTCOME

**Leaders coach with confidence, closing skill and will gaps to strengthen individual performance.**

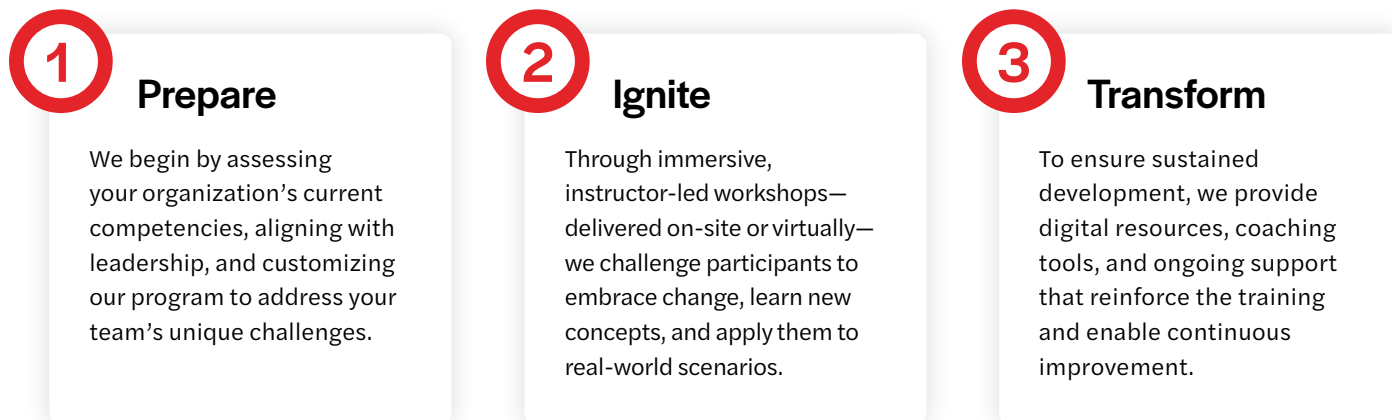
 CHALLENGES

 LEARNING OBJECTIVES

 TOOLS AND FRAMEWORKS

# ASLAN's Process to Drive Lasting Results

ASLAN Training & Development uses a structured, three-phase process to drive lasting behavior changes in sales organizations, ensuring each participant fully embraces the training.



## What Our Clients Say

Proven across industries from healthcare to manufacturing, Catalyst helps leaders drive measurable, lasting change.

“ASLAN's sales management training completely transformed how our leaders approach their roles. **They've shifted from measuring performance to actually driving it**, resulting in a 37% increase in team productivity and dramatically improved morale.”

— Jennifer Richards, VP of Sales, Centene Corporation

## Ready to Build Leaders Who Drive Lasting Change?

Discover how Catalyst turns managers into leaders who inspire belief, build capability, and create change that lasts. Schedule your complimentary consultation to explore how we can help your team lead from within.

[SCHEDULE A CONSULTATION](#)



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