



## The Sales Leader Mastermind Group 2019-2020

# At-A-Glance

### What's a Mastermind Group?

Mastermind groups are relatively new to most people, according to *Forbes*, even though Napoleon Hill created the concept more than 75 years ago with his book, *Think and Grow Rich*. A mastermind group is designed to help you navigate through challenges using the collective intelligence of others.

How does a mastermind work? A group of smart people meets regularly to tackle challenges and problems together. They lean on each other, give advice, share connections and do business with each other when appropriate. It's very much peer-to-peer mentoring, and if you join one, you will almost certainly see a marked change in yourself and your business.

### What's the "Sales Leader Mastermind Group?"

It's an advisory group for people who lead sales teams/functions offered by Jeff Beals & Associates. It is personally facilitated by thought leader Jeff Beals.

### What are the Benefits of Membership?

1. You're no longer alone! You'll be part of a confidential group of sales leaders who act as your "personal board of directors."
2. You get a safe environment where you can address your private concerns with people who understand the unique pressures that come with being a sales leader.
3. You learn new ideas. Stretch your mind. Build your network.
4. You get transformative ideas for your company by learning about the victories and challenges sales leaders face in industries different than your own.
5. You gain valuable knowledge and insight related to the entire sales process: prospecting, qualifying, presenting, forecasting, nurturing, closing and negotiation.
6. You get advice and coaching when it comes to recruiting, hiring, motivating and disciplining sales reps.

### What Does the Sales Leader Mastermind Entail?

**Quarterly Meetings** – A full-day, in-person meeting once per quarter. All meetings are held in low-cost Omaha, Nebraska. Meals and refreshments provided. These meetings will include instruction razor-focused on sales leaders but most of the day will be spent in facilitated, peer-to-peer discussion.

**Monthly Accountability Calls** – We will hold a virtual meeting each month in which there is no in-person quarterly meeting. These calls will feature the peer-to-peer discussions that are part of the quarterly meetings.

**Sales Team Accelerator, Team Accountability Guide & Private Coaching Session** - Members will complete the Jeff Beals & Associates' proprietary "Sales Team Accelerator" and "Team Accountability Guide," exclusive sales management tools designed to help leaders maximize the effectiveness of the sales team. Members will also engage in a private coaching session with Jeff Beals to discuss what these tools mean for them and possible actions the member may want to take based on the results.

## **Investment**

An annual investment of \$7,500 per member is due at the time of registration and is non-refundable. There is NO initiation fee. Note: Participants have the option of breaking the annual investment into quarterly or monthly payments billed automatically to a credit card for a small service fee.

Can you afford to participate in this Mastermind? Yes, if you're serious about your future! One of the fundamental responsibilities of a sales leader is to secure whatever resources are necessary for the sales team to succeed. Similarly, the most successful professionals invest in themselves. They do what it takes. The time and money you invest in this Mastermind Group is tiny compared to your long-term goals.

## **Why Should You Join?**

### ***Testimonials from two current members of the Sales Leader Mastermind Group:***

"I can't tell you how much I have learned this year. We are killing it on the sales side. We are bringing back clients in a big way, and we are chasing even bigger ones. It's a great story of learning from mistakes and getting focused. Thank you again for leading our Sales Mastermind Group. It has really been a valuable experience for me, and I've made some close connections with members of the group." – **Brent Pohlman, President, Midwest Laboratories, Inc.**

"As a leader in your organization, it can be hard to go to other people and ask certain questions or bring up sensitive issues. When you join a group of people who are in the same roles at their companies, the creative energy flows and new ideas come about. Spending time with other successful sales leaders, leads to new revenue strategies and the type of candid feedback that's really effective. It's a no-brainer to get involved in a group like this." – **Alan Johnson, Vice President of Business Development, FocusOne Solutions, a C&A Industries Company**

## **How to Proceed**

Are you interested in building up your professional capabilities and boosting your sales team's results through this mastermind group? **Apply by clicking: [HERE!](#)**

**Questions?** Contact Jeff Beals at 402-637-9300 or [jeff@jeffbeals.com](mailto:jeff@jeffbeals.com).