



Strategic Sales Leadership Programme

Testimonial - Darren Fletcher
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ced Cranfield
Executive
Development

Why did you choose Cranfield's Strategic Sales Leadership Programme? Did you have any specific goals that you wanted to achieve on the programme?

I personally choose this course as a direct follow on to attending a previous course, Cranfield's Leading People Effectively, formerly known as Developing Leadership Programme, back in 2019.

My personal development plan within my organisation is to progress to a board-level director, and this course had the content that would assist in that goal.

Please describe your experience of the course, what was your favourite part on the programme?

Having previously attended Cranfield in 2019, I can honestly say the courses are intense, but you gain lots not only from the content and learning environment but equally from the other delegates on the course.

Have you found it valuable connecting with other Sales Professionals from different industries?

The value for me is bouncing ideas and challenges off like-minded individuals from diverse backgrounds.

What were your three key learnings from the programme?

Atom model from John @ IBM, SACDAQ model presented by Monica and the AI insights session by Richard.

Would you recommend the programme to others and why?

I would definitely recommend Cranfield and already have both for this course but also others, as there are many to choose from.

I would also like to mention Javier Marco very engaging throughout!

What advice would you give to anyone thinking of going onto the programme?

Divert emails if possible and commit to the course it WILL add huge value.

To discover more about the Strategic Sales Leadership Programme, visit
Strategic Sales Leadership Programme