



Strategic Sales Leadership Programme

Testimonial – Darren Maher

ced Cranfield
Executive
Development



Darren Maher

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

The Cranfield course stood out due to the range of subjects and level at which they were tackled in a relatively short period of time. As I am moving into a more sales-focussed leadership role, I wanted to ensure that I got a broad understanding of the challenges of leading a sales team and everything that it entailed.

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

The course itself was fairly intense, especially as it included the Key Account Management forum, reducing the time available for other subjects. Whilst I personally found it challenging at first to be focussed solely on the course for 5 days (as my day-to-day job involves a lot of context switching for different client meetings etc.), the intense nature of the course supported focus, and I found it very beneficial that at the end of each day we returned to the

sales challenge that we had completed in the pre-course work. I especially enjoyed the opportunity to challenge our own assumptions and recognised the need to sometimes remove yourself from what you believe is the immediate challenge.

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

It was valuable to see that similar challenges exist in other industries, and that overarching themes such as the advancement of technology, the availability of information for customers and over-focussing on short term goals have an impact no matter which industry you work in..

What were your three key learnings from the programme?

The three biggest learnings that I took away were the necessity to challenge your own assumptions, the understanding that what we believe motivates a sales person is not necessarily what motivates a sales person and that there are frameworks there to guide us through challenges. The frameworks were incredibly useful as it not only ratified some of the things that we already do, but made it clear where we could improve our processes – not just for the sake of the process, but to benefit customers.

Would you recommend the programme to others and why?

Yes – I would recommend the course for anyone looking to add structure to the processes that they undertake. The course cannot transform you into the ultimate sales leader overnight, but was very beneficial to give you the opportunity to reflect on how you work in certain situations and to give you frameworks that support, not remove, the entrepreneurial spark that is needed in sales.

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

Wherever possible, immerse yourself in the course. I had a number of work items that were running concurrently with the course and would have liked to have had the opportunity to focus solely on the learning.

To discover more about the Strategic Sales Leadership Programme, visit
[Strategic Sales Leadership Programme](#)