



Strategic Sales Leadership Programme

Testimonial – Marc Radford

ced Cranfield
Executive
Development



Marc Radford
Sales and Marketing Director

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 chose Cranfield's Strategic Sales Leadership Programme because of its reputation for excellence in leadership development and its specific focus on sales. Cranfield University is known for its strong ties to the industry and a practical approach to learning, which I found appealing. My specific goals were to enhance my strategic thinking in sales, to develop advanced leadership skills tailored to sales teams, and to gain insights into the latest trends and technologies impacting the sales landscape.

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

The experience was highly immersive and interactive, with a blend of lectures, case studies, and group discussions. My favourite part of the programme was the live project, where we worked in teams to tackle real sales challenges. This hands-on approach not only solidified my learning but also allowed me to apply theoretical concepts to practical situations.

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

Absolutely. Connecting with sales professionals from various industries was incredibly valuable. It provided me with a broader perspective on sales strategies and practices. The diversity of experiences enriched discussions and allowed me to learn from different market dynamics and sales approaches.

What were your three key learnings from the programme?

- The importance of aligning sales strategies with overall business objectives to drive growth and profitability.
- Advanced negotiation techniques and how to foster long-term relationships with key clients.
- The role of data analytics and technology in optimizing sales performance and how to leverage these tools to gain a competitive edge.

Would you recommend the programme to others and why?

I would highly recommend the programme to others, especially to those looking to elevate their sales leadership capabilities. The programme offers a unique combination of strategic insight, practical skills, and the opportunity to network with seasoned professionals. It's an investment that can significantly impact one's career and an organization's success.

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

My advice would be to come with an open mind and be prepared to challenge your existing beliefs about sales and leadership. Take advantage of the networking opportunities and engage actively with peers and faculty. Also, be ready to apply what you learn immediately, as the real value comes from putting theory into practice.

Could you give an example that since the programme how did you apply your learning and what was the impact to your company?

Since completing the programme, I applied my learning by leading a transformation in our sales process, integrating a more data-driven approach. We implemented new CRM tools and analytics to better understand customer behaviours and preferences. This led to more targeted sales strategies, improved customer engagement, and ultimately, a significant increase in our sales conversion rates. The impact on the company was profound, not only in terms of revenue growth but also in enhancing our sales team's efficiency and morale.

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