

# ALCON MADDOX

Commercial Recruitment Specialists



## Professional Development

Commercial Talent Training & Coaching

# Contents

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Introduction	1
<b>Sales Training</b>	2
Who Will Benefit From Sales Training & Development?	4
Key Sales Training & Development Outcomes	5
Why Invest in Sales Training & Development	6
Our Suite of Sales Training	7
<b>Executive Coaching</b>	8
Who Will Benefit From Executive Coaching?	10
Key Executive Coaching Outcomes	10
Why You Need a Coaching Service	11
<b>Leadership &amp; Management Development</b>	12
Who Will Benefit from Leadership & Management Development?	14
Key Leadership & Management Development Outcomes	14
Why Focus on Leadership & Management Development?	15
Our Portfolio of Leadership & Management Modules	16
About Alcon Maddox	17

# Introduction

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At Alcon Maddox we believe in sourcing and developing great talent. Therefore, to complement our executive search services, we have designed a range of highly customisable programmes to aid the development of your commercial teams by supporting the development of sales leadership, general management and HR management.

Employing a complimentary mix of training, coaching and mentoring methodology, we develop key leadership skills and support business leaders through decision making challenges at both the managerial and strategic level.

Whether you're a startup wanting to ensure your sales organisation is scalable, or a well-established business wishing to improve the effectiveness of your commercial division, Alcon Maddox is here to help.



A handwritten signature in black ink, appearing to read 'Zena Way' in a cursive style.

**Zena Way**  
**Managing Partner & Director of**  
**Professional Development**

# Sales Training

Commercial Talent Development



“ Investment in training and development is demonstrative of a company that values its employees, supporting both talent acquisition and retention.

# Sales Training & Development

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Alcon Maddox provide a comprehensive suite of sales training that can be tailored to meet the sales development requirements of any business.

Our approach is to create a framework of sales enablement that provides salespeople with guidance on what to say and why, and sales managers the skills to manage effectively, both upstream and downstream.

We offer a range of training to support all sales professionals, regardless of their level of seniority or experience, in their efforts to maximise performance and revenue generation, including leadership focused modules to hone and develop the skills of those entrusted to drive higher levels of performance at an organisational level.



# Who Will Benefit from Sales Training and Development?

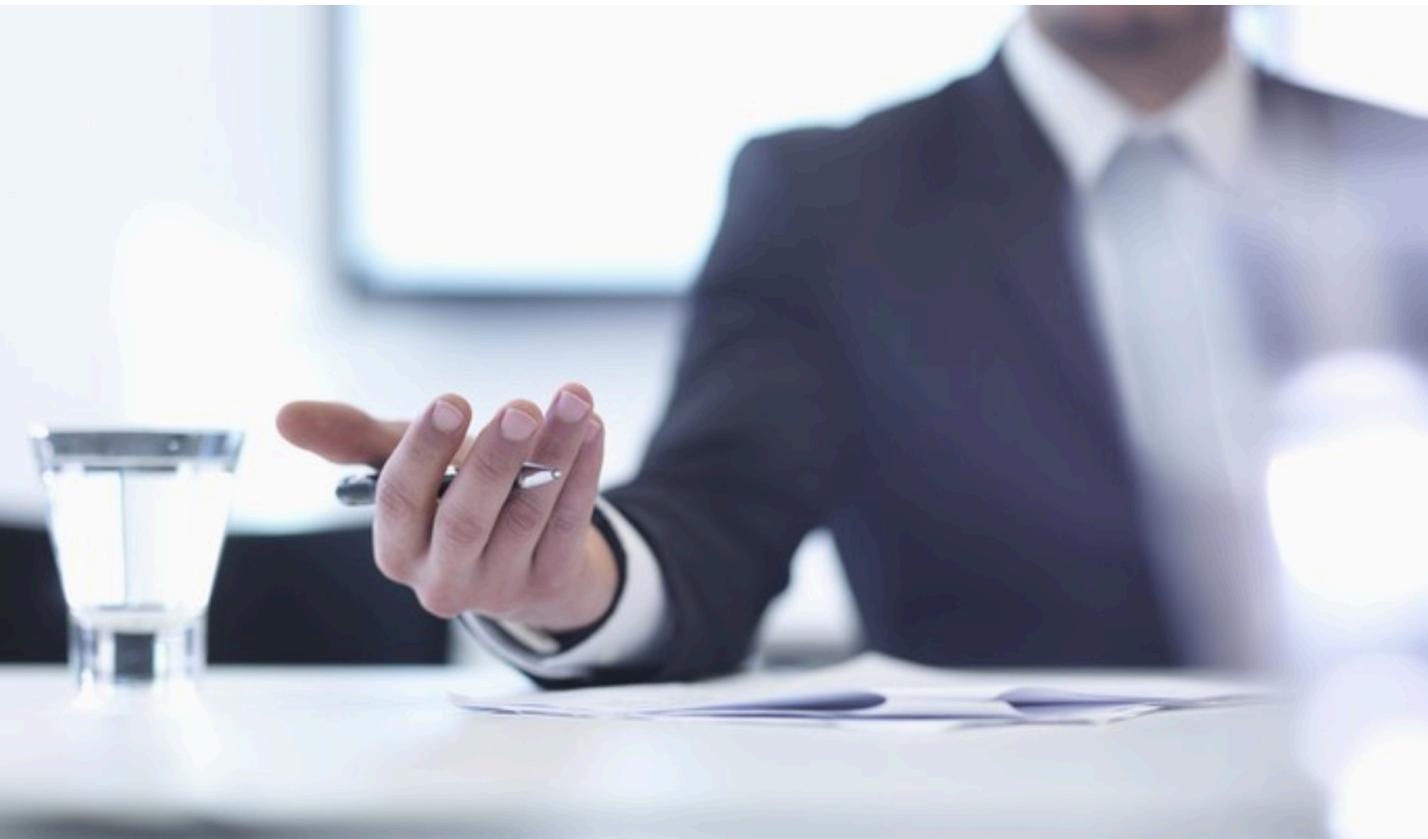
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Sales leaders of all levels from Team Leader to Director

Senior management teams, ensuring an understanding of the sales process across the business

Sales Executives regardless of career stage

Account Managers and Customer Success Representatives



# Key Sales Training & Development Outcomes

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- Improved sales strategy/strategic approach
- More effective team and performance management
- Greater focus on the sales culture
- A defined and structured sales process
- Improved communication and fact finding
- Professional presentations and improved bid and proposal management



# Why Invest in Sales Training & Development?

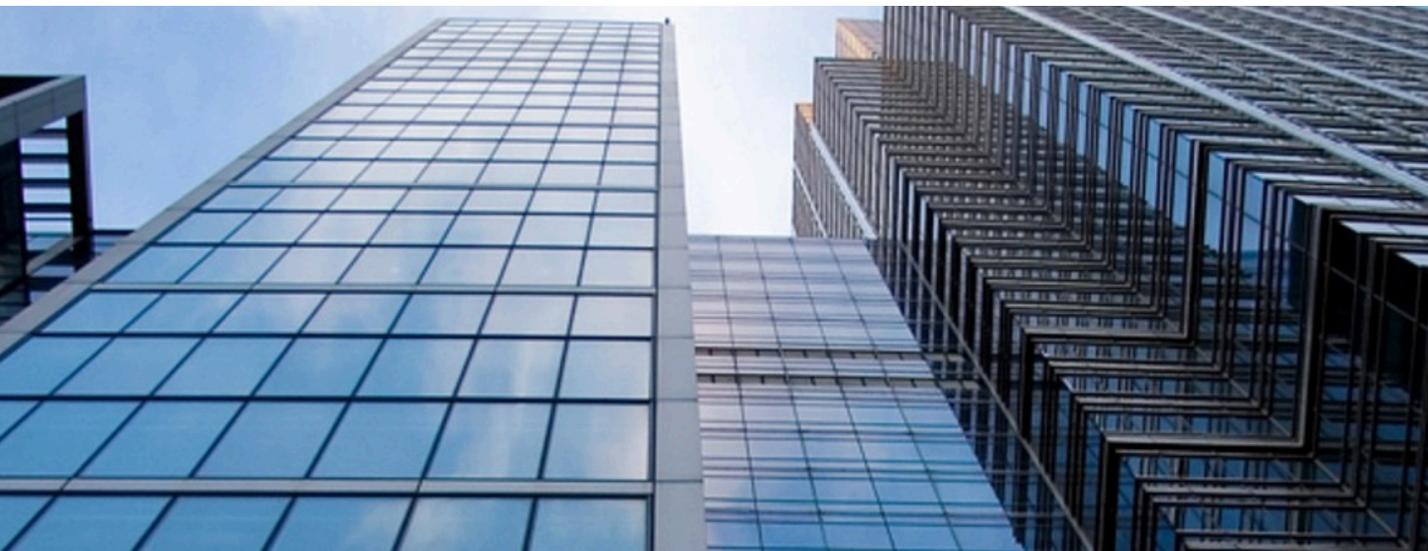
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Investment in the development of your employees is essential.

Sales and sales management skills need regular review in order to ensure maximal performance. In addition to the direct performance benefit of focusing on the skills of your sales leaders and their teams, such investment is demonstrative of a company that values its employees, supporting both talent acquisition and retention.

Often companies invest a lot of time and effort finding the best salespeople in the market, but once onboarded they are left to their own devices to deliver. Selling the same product or service year-on-year can lead to complacency and stagnation in both approach and attitude. Often only addressed with a sprinkle of sales training here and there, it's of little wonder that companies start to question the value of training their sales organisation.

At Alcon Maddox, our approach is to create a framework of sales enablement that provides salespeople with guidance on what to say and why, and sales managers the skills to manage effectively, both upstream and downstream.



# Our Suite of Sales Training

We offer sales training workshops that are fully customisable to your business. We conduct in-depth discovery sessions with you so we have a complete understanding of your requirements and tailor modules to suit your specific needs. Below is an example of the sales training we offer. Alternatively, we can create fully bespoke training courses and workshops upon request.

## Sales Fundamentals Workshop

Covering topics from qualifying to proposing, we establish a baseline of competence for your sales organisation and focus on the areas most in need of development.

## Sales Management Workshop

Recognising the importance of the first level of sales management, we equip sales leaders of all levels with the necessary tools to ensure their teams perform beyond expectation.

## Sales for Startups Workshop

Designed to give founders of tech startups the necessary insight into what is required to make their companies commercially viable.



# Executive Coaching

Senior Talent Development



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The pressure and expectation placed on commercial leaders increases daily, so we can't afford to overlook the development and support we offer our senior executives.

# Executive Coaching

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Development and support at a senior executive level cannot be overlooked in high performing commercial cultures.

The responsibilities, pressures and expectations placed on senior leaders increases daily and, as with any high performing individual, access to a coach who can support decision making, personal development and planning, is key.

The Alcon Maddox approach combines executive coaching - a process of discussion that supports the subject in finding their own answers to questions, challenges or development issues - with mentoring, where appropriate, lending on the multiple years of experience our coaches have had at the sharp end of the commercial world.



# Who Will Benefit from Executive Coaching?

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Senior members of leadership and management teams

Leaders in their first 100 days within a new role

Business founders and entrepreneurs

C-suite executives

## Key Executive Coaching Outcomes

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- Development of strategies to overcome commercial challenges
- Increased personal performance
- Improved leadership and management ability and effectiveness
- Personal development planning
- High level of team collaboration and performance

# Why You Need a Coaching Service

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It was established by Merrill C. Anderson, Ph.D. in his study *Executive Briefing: Case Study on the ROI of Executive Coaching* that 77% of respondents indicated coaching had a significant impact on performance.

In reviewing the study, Cathy McCullough's article *The ROI of Coaching: Executive Coaching Statistics - Updated for 2021* confirms that overall productivity and employee satisfaction were the most positively impacted areas in a situation where senior executives had received coaching, which in turn had an impact on customer satisfaction, employee engagement, quality, annualised financial results, and more.

The study concluded that executive coaching produced a 788% ROI. In addition, it noted that, excluding the benefits from employee retention, a 529% ROI was produced.

Your employees are your greatest asset, or your greatest liability. Executive coaching supports the managers and leaders of your business so that you get their best performance and they, in turn, get the best performance from their teams.



# Leadership & Management

Developing Existing and Future Leaders



“ An organisation’s leadership and management drives the direction of its people, making them either a fantastic asset or a serious liability. Leadership and management development should never be overlooked or taken for granted.

# Leadership & Management Development

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The development of future leaders, or those new to management and leadership within your organisation, is essential to maximising individual and commercial performance.

Understanding leadership, along with skills such as motivation, performance management, and communication as a leader, need to be introduced, nurtured and developed to ensure that management teams operate at the highest possible level.

Our engaging workshop approach provides your team the opportunity to learn from our experienced consultants and coaches who have operated as senior leaders for decades.



# Who Will Benefit from Leadership & Management Development?

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High-potential talent earmarked for future leadership

Those who are new to leadership or management positions

Existing leaders who may benefit from reviewing practices and reflecting on their performance

## Key Outcomes

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- Adoption of proven leadership and management practices to maximise personal performance
- Improved understanding of the role of leadership and management in the business context
- Increased self-awareness and identification of skills gaps and/or development areas
- Opportunity to examine practices associated with hierarchical leadership and management
- Expansive approach to individual and organisational performance management

# Why Focus on Leadership & Management Development?

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A recent Forbes article\* suggested that 71% of employees felt that promoting management from within an organisation was better for scaling a business. That said, to maximise performance, any company adopting an organic internal talent promotion strategy must pay particular attention to the way they prepare talent for movement into leadership and management roles.

In organisations operating a blended approach, or one where leadership talent is primarily recruited externally, the adoption of internal development practices ensures a more uniform leadership strategy. It also allows those who have been in leadership roles for prolonged periods to revisit the fundamentals of leadership and management, allowing them to reflect on, and potentially modify, their leadership style.

The bottom line is that people, regardless of their role or seniority within a business, need the opportunity to review and develop the skills associated with their existing or future roles.

Leadership and management development provides this opportunity and ensures the ongoing engagement of those in all leadership functions.



\*[Managers Promoted From Within Receive More Respect And Money, New Study Finds](#) by Bryan Robinson, Ph.D. 15<sup>th</sup> April, 2021

# Our Portfolio of Leadership & Management Modules

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Recognising the varying degree of importance each company places on areas of development, we offer a buffet of fully expandable leadership and management modules customisable to your business. Below are examples of modules we offer and is by no means an exhaustive list. We conduct in-depth discovery sessions so we have a complete understanding of your requirements enabling us to create a bespoke programme specific to your needs.

**Understanding the Difference Between Leadership & Management**

**Communication as a Leader**

**The Leader as a Coach and Mentor**

**Motivating & Inspiring the Workforce**

**Delegation vs Abdication**

**Decision Making**

**Managers Need Leadership and Management Too**

**Continuous Self-Development and Reflective Learning**

**Performance Management**

# About Us

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Alcon Maddox is a niche recruitment and executive search firm specialised in sourcing exceptional sales and commercial leadership talent for the technology sector, specifically Cyber Security, FinTech and Cloud.

Headquartered in Dubai, with a presence in London, we serve clients across the Middle East and Europe.



We understand the impact of not being able to access top-tier technology leaders resulting in a wrong hire or, even worse, a non-hire. Ultimately, this effects not only the growth of your existing revenues or how quickly you can penetrate a new market, but also how well you can protect revenues in times of crisis.

Partnering with us not only gives you access to our proprietary Talent Targeting System that identifies and nurtures the most valuable talent in the technology sector, but you have the added assurance that by the time a candidate is delivered to you they have been vetted by a company that has a full grasp on the market. You can trust that your time will not be wasted on low-quality candidates that do not match your requirements.

To learn more about our services, please get in touch.

# More Than Just a Recruitment Partner

## Get In Touch

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