

# Michael Lang

## Presents



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### Speaker

### Categories

Sales, Mindset Growth, Emotional Intelligence, Communication, Leadership

### Sub Categories

Sales Leadership, Sales Team Effectiveness, Sales Recruitment, Leadership EQi, DISC

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*“Michael has a passion for sales beyond anything I've seen, and he has the toolbox of skills to match. **Better still**, Michael isn't afraid to ask the tough questions. He made me uncomfortable - the right kind of uncomfortable - and I'm making change because of it. I would recommend Michael and SG Partners to any person or business that wants to take their sales team to the next level.”*

**David Bongers** – CTO, SmartCap Technology

*“Recently I also attended influential leadership workshop organised by SG Partners.*

*Michael has been instrumental in my growth as a leader and I recommend his services to any business. **His insights**, tools and strategies are thought provoking. The way of thinking he installs can be challenging to put in practice, and well worth it in the end. Thanks Michael for being part of my growth.”*

**Mihajlo Naumovic** – COO, Dejan

***“How Can You Be Even Better?” – Michael Lang***

# Meet Michael

Michael founded a niche consulting company, SG Partners, in 2008 whose sole aim is to improve the results from leadership and sales team efforts in generating more revenue, increasing margins, growing marketshare and creating even more loyal clients.

After more than 25 years in the sales and marketing area, Michael now consults to CEO's, Boards, Executive Management Teams and Business Owners.

Michael's specialises in creating strategies to developing both short and long-term growth within existing and potential accounts, creating strategic positioning in the marketplace, implementing sales engagement methodology and enhancing revenue and profit alignments to the organisations goals and objectives.

## **Areas of Expertise:**

- Leadership Improvement
- Sales Leadership Improvement
- Sales Accountability Improvement
- Sales Team Effectiveness Improvement
- Sales Process Improvement
- Sales Recruitment Improvement
- CRM Adoption and Enablement



# Workshops

## [Why Are We All Bad at Selling](#)

### **Outline**

- ➔ Everyone in our company sells. We may or may not have a title with the word sales in it, and yet we all engage with potential and existing clients every day. What if as a leader we are holding back our people from being even more effective at growing revenue, profit and marketshare?  
All of us have self-limiting beliefs when it comes to selling. Most people “wing it” and most people like telling people how great their solution is.  
We don’t listen and we do not follow a process.  
Imagine if our production team or engineering people acted like our client engagement people – would we have consistent quality, what about reliability?  
This workshop will share the findings and solutions to creating an even more effective sales engine so we can be even better at growing our revenue, profit and marketshare.

### **Key Learnings**

- ➔ This workshop explores the various self-limiting beliefs we have as leaders of people involved in selling or client engagement. It discusses the impacts these self-limiting beliefs have and what we can do to change them. This is an interactive workshop assisting participants to explore their limiting beliefs and how it effects the growth of their company.

### **Outcomes**

- ➔ Throughout the workshop questions will be posed to reflect upon.
- ➔ Tools and strategies will be shared to start the process of change to have even more effective beliefs.

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***“How Can You Be Even Better?” – Michael Lang***

## ***“How Can You Be Even Better?” – Michael Lang*** [Most Sales](#)

### [Managers Should Not Be in Sales Leadership Roles and Here's Why](#)

#### **Outline**

- A team will play aimlessly without a great captain. A team will flounder without a great coach. A team will recruit poorly without a great manager.
- Sales Management is essential to any improvement of any salespeople. Whether there is a defined sales manager/leader role or the General manager, CEO or Managing Director acting as a sales leader, knowing what to focus on and how to implement is essential to growing the sale team and therefore outcomes.
- This workshop is targeting the beliefs around sales leadership and those who either employ or act as the sales leader.

#### **Key Learnings**

- This workshop explores the 7 key points to explore about what makes a great sales leader or what to look for in improving or recruiting a sales leader. This is an interactive workshop assisting participants to explore their sales leadership limiting beliefs or those they employ in sales leadership and the excuses they hear from those people.

#### **Outcomes**

- A checklist will be shared to explore to compare against or develop a selection criteria against as well as how to monitor and measure sales leadership.

### [What You Don't Know About Growing Revenue but You Should](#)

#### **Outline**

- After reviewing data on 11,000 companies and 2,200,000 salespeople you would be crazy not see patterns emerge of what is required to grow revenue, profit and marketshare.
- Whether it's to do with salespeople, client engagement people, sales leaders, systems and process – everything is co-dependent upon each other. This workshop explores what the co dependencies are.

#### **Key Learnings**

- The co dependencies will be shared, so too the data to support the findings and what to look for within your own organisations. This is an interactive workshop working through what the knowledge gaps are and what should be measured and monitored.

#### **Outcomes**

- Questions to ask ourselves and our people and how to systematically review each dependency

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