

Sales Leadership Made Simple — Discussion Guide

For book clubs and reading groups · Christopher G. Brooks · sales-101.ca

How to use this guide. These questions work for a single session of 60–90 minutes, or split across two meetings — for sales managers, and for anyone promoted for being good at the previous job.

OPENING

1. “Your number is not your number anymore. Your team’s number is your number.” What is the hardest part of that shift — and why do so many new managers resist it?

THE SHIFT FROM SELLER TO LEADER

2. The book argues that the skills that make a great rep — personal drive, closing instinct, individual performance — can make a poor manager. Which of your own strengths could work against you as a leader?

3. What does a manager owe their team that a top rep never owed anyone?

PIPELINE CLARITY AND FORECASTING

4. How does your team define pipeline stages today? Would two reps describe the same deal the same way?

5. What is the difference between a forecast built on hope and one built on probability? Which one does your organization actually run on?

6. Describe a deal everyone “knew” would close and didn’t. Which stage was misread?

KPIs AND COACHING

7. The book’s KPI framework is built to tell you where to coach before the number misses. What leading indicators exist in your world — and are you watching them or only the result?

8. What is the difference between inspecting a number and coaching a person? When does one become the other?

BUILDING THE TEAM

9. Does your team’s performance depend on one person? What happens if that person leaves tomorrow?

10. “Your attitude is your team’s environment.” Describe a time a leader’s mood — good or bad — set the tone for an entire team. What does that demand of you on a hard day?

CLOSING EXERCISE

Each member names one system they will build or fix in the next 30 days — a stage definition, a forecast method, a coaching cadence. Write it down and set the date you will check it.

“You cannot manage a scoreboard. You can only manage the activities that produce the score.”

— Sales Leadership Made Simple, Chapter 3

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