



Sales
Leadership

TAG SALES LEADERSHIP: MENTORSHIP PROGRAM

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OBJECTIVES

Facilitate exchanges that promote meaningful outcomes for both mentees and mentors. Foster a greater sense of community ownership for making Atlanta Metro and Georgia the premier destination for sales leadership.

COMMUNITY

Forge strategic alliances that raise the collective skill level. Recognize Georgia companies and professionals who inspire others to achieve success that advances Atlanta as a hub of top talent.

MEETINGS AND TECHNOLOGY

Participants are encouraged to engage monthly over the program period, utilizing an approach that integrates innovative technology with face-to-face & remote meetings. Face-to-face meetings can easily be scheduled to coincide with quarterly TAG Sales Leadership events. Program leaders facilitate using modern technology and best practice methods.

BENEFITS

- Achieve greater career success
- Discover leadership potential
- Expand professional network
- Give back or "pay it forward" to next gen sales leaders
- Advance Atlanta as a hub of top sales talent

ELIGIBILITY

Participants should be in sales or sales operations roles, as senior executives, junior leaders or those just aspiring to grow professionally. Program managers will match applicants based on best fit and availability. The program operates between Spring and Fall, and resets annually.

Professionals who are being mentored are **20%** more likely to get raises and **6x** more likely to receive promotions.

~ *Capital Analytics Research Study*

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