



Sales  
Leadership

# Mentorship Program

[2020 Program Application](#)

Technology Association of Georgia

[www.tagonline.org](http://www.tagonline.org)

# 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

# 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.

# Program Summary

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- Facilitate exchanges that promote meaningful outcomes for both Mentees and Mentors over a 6-month period between May – November each year
- Use best practice content and innovative technology to automate and track progress
- Encourage participants to meet in-person 2-3 times around quarterly TAG Sales Leadership events
- Participants will be asked to provide feedback throughout the program informally and via formal survey after formal program ends

# Benefits

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### Mentees

- Achieve greater success in current job
- Explore new functional role possibilities
- Learn tips to compete for promotional opportunities
- Discover leadership potential
- Expand professional network
- Consider an industry change
- Be inspired to achieve career goals

### Mentors

- Invest in tomorrow's leaders
- Learn from next generation sellers
- Expand professional network
- Forge new alliances that raise the collective skill level
- Contribute to a sustainable ecosystem of Atlanta-based sales leaders
- Pay it forward in tribute to all those who invested in you

# Process

## PREPARATION

- Program Leaders select best practice content to facilitate meetings (if needed)
- Content sent directly to Participants through technology platform

## EXECUTION

- Mentees set goals and send them to Mentor thru tech platform
- Mentees commit to activities each month
- Mentors review activity and can comment in tool

## ASSESSMENT

- Mentors and Mentees meet to discuss progress
- Create next step activities for Mentee to progress towards goals

# Sample Meeting Questions

1. What are your objectives for participating in this Mentorship Program?
2. Describe your long-term career aspirations and near-term goals.
3. What inhibitors are keeping you from progressing to the next career level?
4. Identify and list professional development areas with the most need.
5. Which business challenges are most pressing right now?

**Thanks for Participating!**

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