



TAG

| Sales
| Leadership

2022 SALES MENTORSHIP

PROGRAM OVERVIEW

Sales Mentorship Program - Overview

- ❖ 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



Sales Mentorship Program - Details

- ❖ **ELIGIBILITY:** Current or aspiring sales or sales operations leaders or those just desiring to grow professionally.
- ❖ **PROCESS:** The program operates from May - November. Program Leaders matched applicants based on their years of experience, current specialities, and the objectives outlined in the application.
- ❖ **PARTICIPATION:** Participants are introduced electronically. A Program Launch Event in-person and virtual to kickoff the program guidelines and instructions to the Mentor City Platform. Ongoing Mentorship program checkpoint reminders.

Sales Mentorship Program - Benefits

Mentees

- Achieve greater success in current job
- Explore new functional role possibilities
- 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
- Raise the collective skill level
- Contribute to a sustainable ecosystem
- Pay it forward for all who invested in you

Sales Mentorship Program - Platform

- All Participants receive an email invite to login and create a profile on MentorCity
- Access is available during the program via website and mobile app
- Your program partner is listed on the Home page, as well as under Relationships
- Program Partners are notified about tool activity via email
- Partners discuss the goals and activities, then repeat the next month
- MentorCity Platform provides reference guides, meeting plans, relevant articles, videos and books
- Questions: email john.kosar@ruralsourcing.com

MentorCityTM
The ROI is Priceless

TAG Sales Mentorship Program Leadership



John E. Kosar, III
**TAG Sales Leadership Society Board Member and Mentorship
Program Director**



Mark Fordyce
**TAG Sales Leadership Society Board Member and Mentorship
Program Manager**



Joey Goodson
**TAG Sales Leadership Society Member and Mentorship Program
Coordinator**

Testimonials



"I applied to participate in the Mentorship Program hoping for some general advice and networking. What I got far exceeded my expectations! I received entrepreneurial business development help, as well as meaningful friendships that extend beyond work."

Ben Conry, Founder / Chief Revenue Officer at Flashtract

"My experience was invaluable. I received exceptional professional and personal mentorship that helped me further realize my potential and accelerate my sales career. I am now in a high visibility enterprise sales executive role, working on closing the largest deals of my career."

Roj Reed, Enterprise Account Executive at NCR



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