



TAG

| Sales
| Leadership

2024 SALES MENTORSHIP

PROGRAM OVERVIEW



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Technology Association
of Georgia

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 Jan - 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 Dreami 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 Dreami
- Access is available during the program via website (dreami.io)
- Partners discuss the goals and activities, then repeat the next month
- Dreami Platform provides program structure, scheduling options, guidance
- Returning users log into your Dreami Account > My Profile > Edit Profile > Edit Goals to submit for a new pairing
- Questions: email john.kosar@teamsparq.com

TAG Sales Mentorship Program Leadership



John E. Kosar, III
TAG Sales Leadership Society Board Member



Mark Fordyce
TAG Sales Leadership Society Board Member



Joey Goodson
TAG Sales Leadership Society Member



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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