

Cultivating a Sales-Driven Culture

Instructor: Chris Stevenson, Founder, The Empower Group

1. Welcome & Course Overview

What You'll Learn

- Define what a true sales culture is and why it matters
- Build comprehensive training systems that equip staff with real-world sales skills
- Leverage motivation strategies that drive long-term performance

Course Description

This course explores how to build a sustainable, sales-driven culture that fuels your club's growth. From mindset to motivation, Chris Stevenson outlines how intentional leadership, clear systems, and people-first practices can transform teams into engaged, empowered salesforces. Whether you're a department head, GM, or owner, this course equips you with tangible tools to inspire action and results.

2. Meet Your Instructor



Chris Stevenson is an internationally recognized speaker and founder of The Empower Group. With over two decades of experience owning and operating top-performing clubs, and a background as a Power Ranger stuntman, Chris brings unmatched energy and clarity to leadership, communication, and customer engagement. He consults across the fitness and rec industries, speaks globally, and contributes regularly to industry journals. His teaching blends motivational insight with practical strategies that stick.

3. Key Terms You Need to Know

Sales Culture: A shared mindset where all staff embrace and support the club's sales goals

Spiffs: Short-term incentives designed to motivate specific behaviors

Gamification: Applying game elements (like rewards or competition) to increase engagement

Purpose-Driven Sales: Tying sales efforts to meaningful outcomes (e.g., changing lives)

Soft Skills: Interpersonal abilities like empathy, listening, and communication

Career Pathways: Defined routes for upward mobility and personal growth within an org

4. Course Roadmap

Module No.	Title	Duration
1	Cultivating a Culture Across Departments	14 mins
2	Systems & People that Power Sales Culture	12 mins
3	Motivation That Drives Performance	14 mins

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5. Module Deep Dives

Module 1: Cultivating a Culture Across Departments

Overview: Learn what a sales culture is, how to build it, and how to align your team around it.

Key Concepts:

- Sales is a team effort—every department plays a role
- A strong culture creates shared purpose and higher performance
- Leaders must model the mindset they want to see

Action Exercise: Audit your current culture. What messages do staff hear about sales? Where are the gaps?

Module 2: Systems & People that Power Sales Culture

Overview: Overview: Discover the components of effective onboarding and the value of continuous development.

Key Concepts:

- Onboarding must include soft skills, not just systems
- Ongoing coaching helps address issues and reinforce good habits
- Success comes from creating a complete and consistent process

Action Exercise: Map your club's current sales training touchpoints. Where can you reinforce better habits?

Module 3: Motivation That Drives Performance

Overview: Learn how to keep teams motivated with tactics that go beyond paychecks.

Key Concepts:

- Purpose-driven work inspires long-term engagement
- Recognition, gamification, and growth fuel motivation
- Career pathways and personal growth retain top talent

Action Exercise: Design a new motivational tactic for your team (e.g., a themed sales contest, a recognition wall, or a mentorship opportunity).

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6. Cheat Sheet / Quick-Reference Guide

Building Blocks of a Sales Culture:

- Shared vision around sales outcomes
- Consistent team-wide training
- Leadership that models enthusiasm and belief

Motivational Levers:

- Purpose: Remind teams they're changing lives
- Growth: Offer professional development paths
- Recognition: Celebrate wins often and publicly
- Rewards: Use bonuses, spiffs, and fun competitions

Coaching Best Practices:

- Daily: Give micro-feedback on behaviors
- Weekly: One-on-one check-ins to support growth
- Monthly: Group sessions to reinforce goals

7. Exercises & Practices

Culture Audit Worksheet

Goal: Assess the current state of your sales culture

Instructions: Interview 3 staff members from different departments. Ask: What does sales mean to you? Summarize the consistency (or inconsistency) of their answers.

Training Touchpoint Map

Goal: Improve onboarding and continued development

Instructions: List all training activities for new hires and ongoing reps. Highlight areas where soft skills could be added.

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7. Exercises & Practices Continued

Gamification Planner

Goal: Introduce a fun, motivational system

Instructions: Design a 30-day game. Include a clear goal, how participants score points, and what rewards are available.

8. Next Steps & Call to Action

Congratulations! You've completed Cultivating a Sales-Driven Culture.

To keep the momentum going:

- Revisit your culture audit and evolve it quarterly
- Introduce one new motivational tool this month
- Share your sales success stories at team meetings