

Press Contact:

Kelly Fisher, *Marketing Director*
kfisher@edmarket.org

Program Contact:

Heather Tuley, *Program & Content Manager*
301.495.0726
htuley@edmarket.org

**FOR IMMEDIATE RELEASE**

EDMARKET LAUNCHES SALES LEADERSHIP TRAINING PROGRAM

For Dealer Principals and Management Team Members

Gaithersburg, MD (July 11, 2022) — The Education Market Association (EDmarket) in partnership with Solomon Coyle has opened registration for its [Sales Leadership Training Program](#) led by [Paul Holland](#), Managing Principal.

The Sales Leadership Training Program is a focused and intensive 6-session education program to develop dynamic sales leaders who can align the dealer's brand, strategic vision, and business plan with people, process, methods, and technology to produce a sustainable return on investment in the sales operation. It is developed for principals and other members of the dealer management team — highly appropriate candidates are those where "Sales" is just one of many hats worn.

Key learning objectives for the program are:

- Strategic Alignment
- Planning Acumen
- Talent Management
- Performance Management
- People Development

The program consists of six sessions, four are virtual and two are on-site in Portland, Oregon prior to the EDspaces event. The first session is virtual and scheduled for October 18, 2022. Registration is limited! Register and see the complete training program overview [here](#).

Education Market Association (EDmarket)

Since 1916, EDmarket, a nonprofit trade organization has promoted work within the education channel to accelerate solving tough challenges, inspire innovation and positively affect student outcomes. EDmarket represents, connects, and serves the education market by providing events, opportunities, resources, and leadership to those serving education.

edmarket.org

Solomon Coyle, LLC

Is the leading provider of research services, professional development, and management consulting for contract furniture dealers, distributors, manufacturers, and installation companies. As a team of collaborative strategists and doers, Solomon Coyle is committed to delivering progressive, value-added business solutions with a focus on sustainable growth by offering several unique programs.

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