



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



SELF-LEADERSHIP STRATEGIES FOR SALES MANAGERS

About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

Program Context

This two-day workshop is designed to equip sales managers with practical self-leadership strategies that enhance both professional effectiveness and personal growth. Participants will develop a deeper level of self-awareness, enabling them to identify strategies tailored to their individual needs. Through structured reflection and interactive exercises, attendees will “look in the mirror” and align their personal leadership approach with organizational goals. By the end of the workshop, participants will leave with actionable strategies to navigate real-life challenges and drive better outcomes.

Self-Leadership Strategies (SLS)



Self-leadership, first conceptualized by Manz (1986), refers to an individual's ability to self-influence, fostering both intrinsic motivation and the execution of essential but less naturally motivating tasks. Neck, Stewart, and Manz (1995) define it as “the process of influencing oneself to establish the self-direction and self-motivation needed to perform” (p. 281).

Self-leadership strategies are categorized into three core areas:

- **Behavior-Focused Strategies-** Encouraging self-assessment, self-reward, and self-discipline.
- **Natural Reward Strategies-** Enhancing job engagement and deriving satisfaction from work itself.
- **Constructive Thought Pattern Strategies-** Strengthening belief systems, visualizing positive performance, and using self-talk to improve outcomes.

These strategies cultivate a sense of competence and self-determination, leading to intrinsic motivation and enhanced performance. The application of self-leadership is broad, spanning sales productivity, negotiations, organizational change, entrepreneurship, team performance, and ethical leadership.

Pedagogy



The workshop will employ an engaging, experiential learning format, incorporating:

- Case studies and readings to highlight practical applications.
- Role-plays and video clips to illustrate behavioral and cognitive strategies.
- Personal Insight Pages (PIPs) – Individual reflections compiled into actionable personal leadership plans.

Learning Outcomes



Participants will gain:

- Enhanced ability to operate as “Entrepreneurial Managers”.
- Greater influence over their teams and decision-making processes.
- A sharper focus on goal-oriented behaviors and measurable results.
- Practical tools for **work-life integration** and well-being.
- A renewed appreciation for the fulfilling aspects of their job.

Target Group



Junior to mid-level Sales Managers

Program Director



Dr. Rakesh Singh
Professor
Area: Marketing
Management

Dr. Rakesh Singh is a passionate marketing professor at IMT Ghaziabad, known for his work in sales management, digital transformation, and self-leadership strategies. With a deep curiosity about what makes sales professionals thrive, he explores how individuals can motivate themselves, stay resilient, and perform at their best-even in high-pressure sales environments.

His research focuses on helping sales managers and teams develop self-leadership skills-from building self-discipline and goal-setting habits to cultivating a mindset that makes work more fulfilling. He believes that the most successful salespeople aren't just great at selling; they're also great at leading themselves first.

Key References:

- Manz, C.C. (1986). *Self-leadership: Toward an expanded theory of self-influence processes in organizations*. *Academy of Management Review*, 11, 585-600.
- Neck, C.P., Stewart, G., & Manz, C.C. (1995). *Thought self-leadership as a framework for enhancing the performance of performance appraisers*. *Journal of Applied Behavioral Science*, 31, 278-302.

Administrative Details

Mode: Offline

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.

Management Development Program Office

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