



EXECUTIVE SALES LEADERSHIP EXPERT

Janelle Grove

VP/Managing Director, The Growth Collective

25+ years turning sales leaders into the growth engine of their organizations—now bringing that thinking to podcast audiences ready for candid, practical conversation.

ABOUT JANELLE

Janelle Grove brings more than 25 years of experience in media, sales, and sales leadership—as an Account Executive, Sales Manager, Market President, and Senior Vice President leading enterprise revenue growth across multiple markets. Today she leads The Growth Collective, working with experienced sales leaders to strengthen how they think, decide, develop people, and execute. Author of “Sales Leadership Is the Bottleneck—and It’s Limiting Your Growth,” published by Selling Power.

WHY INTERVIEW JANELLE?

Podcast audiences don't need more leadership theory—they need practical conversations they can immediately apply. Janelle combines executive leadership experience with real-world coaching to challenge conventional thinking about sales leadership and organizational growth.

Fresh perspective — why organizations invest in sellers, systems, and strategy while underinvesting in the leaders who turn all three into revenue.

Real stories — examples drawn from decades leading and coaching sales leaders.

Actionable insight — practical takeaways leaders can apply immediately, not abstract theory.

Provocative angle — conversations that challenge how leaders think about growth, accountability, and coaching.

SIGNATURE EPISODE CONCEPTS

01 Sales Leadership Is the Bottleneck

The hidden constraint limiting organizational growth—and what leaders can do about it.

02 Coach the Coaches

Why organizations should develop sales leaders as intentionally as their salespeople.

03 Great Sellers ≠ Great Leaders

What gets overlooked when promoting top performers—and how to build stronger pipelines.

04 Leaders Need Challenge, Not Content

Why experienced leaders grow fastest through peer challenge and honest conversation.

SAMPLE INTERVIEW QUESTIONS

Why is sales leadership often the hidden bottleneck to revenue growth?

What separates great sales leaders from great salespeople?

Why do senior leaders need challenge, not more content?

What does “Coach the Coaches” look like in practice?

Why do experienced leaders still struggle with execution?

How should leaders use AI to sharpen judgment—without replacing it?

WHAT LISTENERS WILL LEARN

How stronger sales leadership drives stronger business performance.

Practical leadership strategies to apply immediately with their teams.

A fresh take on coaching, accountability, execution, and development.

BOOKING & FEATURED MEDIA

Booking: ShayeSmith@cscsscenter.com | LinkedIn: [linkedin.com/in/janellegrove](https://www.linkedin.com/in/janellegrove)

Media Page: Articles, appearances, speaking clips & more → totalperformance.thecenterforsalesstrategy.com/janelle-grove

SCAN FOR MEDIA CLIPS

