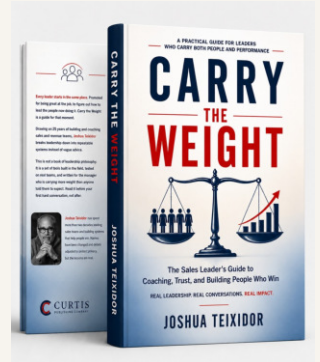


JOSHUA TEIXIDOR

Practical insights for leaders who carry both people and performance, drawn from more than two decades building and coaching B2B sales organizations.



● THE BOOK

CARRY THE WEIGHT

The Sales Leader's Guide to Coaching, Trust, and Building People Who Win

Written for the leader promoted for being great at the job, now figuring out how to lead the people doing it. Real systems built in the field and tested on real teams, not leadership philosophy. Bulk and team orders available for offsites and onboarding.

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● SPEAKING TOPICS

1 CARRYING PEOPLE AND PERFORMANCE

Hold teams accountable without losing trust.

2 THE FIRST-TIME MANAGER TRAP

Why strong performers struggle as managers, and what they need instead.

3 COACHING THROUGH THE MESSY MIDDLE

Move from motivational leadership to coaching that changes behavior.

4 HARD CONVERSATIONS WITHOUT BREAKING TRUST

Address performance gaps with clarity, care, and ownership.

5 BUILDING PEOPLE WHO WIN

Create a culture where performance is inspected, coached, and sustained.

IDEAL AUDIENCES

- Sales leadership meetings
- Leadership development programs
- First-time manager training
- Revenue kickoffs and offsites
- Podcasts, webinars, and panels

AUDIENCE TAKEAWAYS

- A clear model for accountable leadership
- Practical language for hard conversations
- A better way to coach managers and reps
- A balance of trust and performance
- Tools leaders can apply immediately

BRING PRACTICAL LEADERSHIP TO YOUR NEXT EVENT.

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teixidorj@gmail.com | (321) 987-9303

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