



Sales Management

eBook



The Five Drivers Of Successful Sales Leadership:

The Sales Management Guidebook will examine the people side of being an effective sales leader and the process side of being an effective sales manager.

Successful sales leaders need to ensure that the workplace is engaging in a positive way. The relationship between managers and their team members is one of the primary indicators of employee engagement and team success. When managers take an active and supporting role in goal setting and in team members' accountability, people on the team feel they can make a difference and are more engaged in achieving results.

Most sales people have the desire to improve their performance and to become more capable of handling the challenges in the job. Sales managers need to coach effectively and help the sales team develop the skills that will lead to achieving sales goals. If the sales manager is competent and caring, the team members will trust him or her.

The sales manager is responsible not only to create a trust-based and engaging work environment but also to plan the process that produces repeatable results.



The Five Drivers of Successful Sales Leadership

1. Self-Direction

To be a successful manager of sales people, we must begin with ourselves. Managing a positive attitude and proactive approach to people and situations is critical in leading a successful sales team. An effective leader is continuously striving to become a better leader by putting systems in place that foster self-direction.

- Be in control of your emotions and think quickly.
- Lead others to grow and prosper through change and challenges.
- Develop a positive, self-confident attitude and outlook on life.
- Help others to build a positive attitude.
- Lead by example.

2. People Skills

The effective leader realizes the need to build trust, respect and rapport before attempting to influence others, their attitudes, their behavior and their performance. Effective sales managers have a desire to understand what motivates different people on the teams they manage and are skilled at motivating peak performance.

Tips On How To Build Trust And Gain Respect From Your Employees:

- Provide the resources and equipment needed to do the job best.
- Be a manager or supervisor who cares about employees as people.
- State clearly what is expected of your employees.
- Empower your employees to do what they do best, every day.
- Provide opportunities for your employees to learn and grow.

3. Process Skills

Effective sales management starts with translating the organizational business objectives into the daily activities and tasks of the sales team. Sales managers recognize the need for processes that will yield repeatable sales results. Many people get into sales because they are good at building relationships. One of the important roles of a sales manager is to help people on his or her team develop a process infrastructure.

Develop A Plan For The Sales Process:

- Clearly define performance goals.
- Inspire employees' commitment and interest in the process.
- Ensure your sales team has product knowledge.
- Help employees manage customer relationships.
- Ensure that sales people build rapport with customers, learn customers' motives to buy and learn how to provide solutions.
- Ensure your employees always follow up with their customers.

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4. Communication

Effective leaders recognize that good communication is essential for connecting people and process successfully. Sales leaders place a high value on creating real understanding. They actively seek suggestions and input. They demonstrate the ability to motivate others and persuasively communicate points of view.

Tips To Motivate And Inspire Your Sales Team:

- Conduct value-based questions to deeply understand the individual and his values.
- Find common ground through common values and needs.
- Align the employees' values and goals with the company's values and goals.
- Build trust and employee engagement by empowering employees and allowing them to pursue their personal goals.
- Conduct sales meetings to keep your sales team motivated and focused.
- Generate enthusiasm by giving salespeople a chance to share their own good ideas.

5. Accountability

Sales managers know that to hold themselves accountable for their team's results closes the gap between expected performance quotas and actual results. The people they manage respect their ability to coach and mentor to achieve organizational goals. When you take an active role in goal setting and hold people accountable in a supportive way, people on your team are more likely to be engaged in achieving results.

Tips For Goal Setting And Accountability:

- Provide clear daily tasks and responsibilities.
- Create SMART Goals: Specific, Measurable, Attainable, Result-oriented, Time-phased.
- Establish accountability and give ongoing feedback to measure individual success.
- Take pride in your team members' accomplishments and regularly recognize achievements.