

6 Things Sales Managers Need to Be Doing to Be an Effective Leader*



1. Traveling with their sales reps.

Why this is important: Coaching your sales reps is a critical part of a Sales Manager's role, and to do so properly, you need to observe them while engaged with customers. Pre-call planning and post-call planning – all done in a real-time environment – can turn a non-performing rep into a producer by providing coaching on how they can get better, as well as affirming what they do well.



2. Having their sales reps sign their annual compensation plan.

Why this is important: By having your sales reps sign their annual sales compensation plan and goals they take ownership of expectations and deliverables. It ensures you are both on the same page with regard to what behavior needs to take place in order to maximize the financial outcomes for the salesperson, Sales Manager and the company.



3. Creating accurate sales forecasts for the next 12 months.

Why this is important: Your sales reps have a goal, and likely a bonus that has been set for them – wouldn't they like to know in advance if they are on track to hit it? Without an accurate forecast it is like going on vacation with no idea how to get there. Sales forecasting gives sales reps tremendous insight on where they are headed and provides them with time to make up for any deficiencies.



4. Providing clearly defined and understood sales metrics to their teams.

Why this is important: The sales team needs to not only understand their goals, but also the metrics (both leading and lagging indicators) that help them achieve those goals. What leading indicators/metrics will lead them to their goal and what lagging indicators/metrics will indicate what they have already achieved? Creating a dashboard of these key metrics will allow the team to focus on what is always important.



5. Sharing clearly communicated consequences for not meeting expectations and then enforcing those consequences.

Why this is important: Provide that information, and if those goals are not met, you can hold them accountable. Expectations need to be documented and reviewed with each team member and can be used as a tool to have candid conversations, when needed.



6. Training their sales reps before they start selling.

Why this is important: The days of handing your sales reps a phone book and telling them to start selling have been gone a long time. Invest in your sales reps in the beginning and that investment will pay off handsomely with increased top line revenue down the road. A good Sales Manager prepares their sales reps for battle -- they know the products, the competition, the processes, and their goals.

Sales Xceleration's Outsourced Sales VPs will hire key sales personnel, build your sales infrastructure, define and create processes, serve as your interim Sales Manager and train your reps or Sales Manager. Our number one job and goal is to help you get your sales team and growth back on track.

