



SALES MANAGERS TIPS AND STRATEGIES #2

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Tips and Strategies for a Sales Manager: Part 2

If you enjoyed and learnt something from # 1 hopefully you will pick one or two things out of # 2. As Sales Manager you need to train daily to improve your skills so you can become the **BEST of the BEST**. That's why athletes train daily to become the best!

I have always believed in the old saying “You are never too old to learn”.

- Break you day down to bite size pieces
- Be around positive people
- Have passion for your job
- Do the worst jobs in your day first and best last, then you finish every day positive!!
- Have good time management skills
- Don't work against time, work with it!!
- Messy desks – Messy minds!
- Don't mispronounce the clients name
- Action without a higher degree of purpose is a waste of time (Tony Robbins)
- Set-aside time to focus on your goals
- Know when to walk away from a deal
- View mistakes as a learning opportunity
- Always be wanting to find the right solutions for the problem
- Define your goals
- Have vision
- Be confident in what you do
- Develop your leadership skills
- Commit to growth
- Make time for your team
- Know when to be a Boss and when to be a friend
- Understand what motivates your team, it's not always money!
- Learn how and when to delegate effectively
- Know your core values
- Have a positive attitude
- Be accountable for your actions
- Be generous in your praise
- Practice, Practice, Practice
- Have good intentions
- Practice positive self-talk
- Having trouble attracting the right staff, build a strong team culture
- Never stop learning
- Display a high level of emotional intelligence
- Be a good communicator



- Happy employees keep producing
- Use “WE” instead of “I”
- Be Human & Fair in your interactions with your team
- Remember you and your team are working towards the same goal
- Fantastic service is a team effort
- Have a great workplace culture
- Set boundaries so your team has a healthy work-life balance.
- Always listen to your teams opinions
- Conduct exit interviews
- If employees love your company so will your customers
- Give your team feedback
- Keep your team motivated and challenged if you want the best out of them
- Ensure ALL customer facing staff wear name tags
- Finish your sales meeting off with each sales person giving a quote of the day
- Hire the best and train them to be better
- Always be wanting to improve your skills
- Have your team come to sales meetings prepared
- Look for ways to keep your team motivated
- If you Talk the Talk make sure you can Walk the Walk
- Make your decisions on productivity not politics
- Create a culture on clear accountability
- Have the ability to overcome adversity and resistance
- Be assertive to drive outcomes
- Motivate your team to take action
- Engage your team with a compelling vision and mission
- Strive for consistency
- Your most valuable asset is your time! Don't waste it
- Don't set rules in “concrete” have flexibility in certain circumstances
- Have good sales contests
- Celebrate and monitor small wins
- Appreciate your sales people
- Do what you say you will do

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Your onsite and online Dealership Coach, Mentor and Trainer

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