



SALES MANAGERS TIPS AND STRATEGIES #3

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Tips and Strategies for a Sales Manager Part 3

If you enjoyed and learnt something from # 1 & 2, hopefully you will pick one or two things out of # 3.

Professional Sporting Teams have trainers but on Game Day. It's the "Coach" in the box calling the plays and coaching the Team to the next WIN!!!

If you get one or two tips out of this list it has been worth your while to read.

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

- Break your day's down to bite size pieces
- Hang 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 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 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
- Different things motivate different buyers

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Your onsite and online Dealership Mentor and Professional Sales Coach

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