



SALES MANAGERS TIPS AND STRATEGIES #4

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Tips and Strategies for a Sales Manager: #4

If you enjoyed and learnt something from # 1, 2 & 3, hopefully you will pick one or two things out of # 4.

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!!!

- Establishing a culture that embraces accountability in each employee
- Lead by example
- Use "WE" not "I"
- The Sales Team will always be a reflection of its Manager
- Recruiting and hiring employees that share your vision
- Develop your team by training, implementing ideas to keep them performing while implementing processes that drives sales, profitability, growth and a strong team culture
- You must display strong leadership and sound performance management.
- Focus on employee satisfaction and retention
- Constantly improve and maintain a strong CSI which will bring customer loyalty
- Be kind not weak
- Define and manage your expectations
- Be proud not arrogant
- Managers must reinforce all training including but not limited to,
Developing Phone skills
Sales training
Developing confidence, control and competence in your team
- Training last 72 hours unless you are continually maintaining it
- Be strong but not impolite
- Be a realist
- Motivate your sales team
- Coach your team
- Be a good mentor
- Provide your team with the correct tools
- Communication is important, be a good communicator
- Know your team on a personal level
- Maintaining trust with your employees while still being able to make the tuff calls
- Keep a safe distance between yourself and your staff socially
- Lead by example be a doer not a talker
- Develop great verbal and written communication skills
- Be always willing to lend a hand
- All good leaders have a mentor
- Always be available

Always Be Your Best