



SALES MANAGERS TIPS AND STRATEGIES #9

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Tips and Strategies for a Sales Manager: 9

If you enjoyed and learnt something from # 1-8, hopefully you will pick one or two things out of # 9.

“Just like in an athlete’s development, raw talent needs guidance and education to mature and make a positive impact. No athletic coach would let someone loose without coaching and mentoring. Why should you be any different in your business?”

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”.

- Always prioritise your team
- Accept compliments
- Treat your team as an investment
- Keep your selling skills sharp
- Protect your sales teams time from time wasters
- Chart your own destiny
- Don’t let any one stop you achieving your dreams
- Don’t listen or act on hear-say only facts.
- Time is the most valuable thing you have
- Remember the human touch
- Think big, don’t be frightened to be bold
- Create a To Do and Not To Do list
- Reasons to ask for feedback from your team
 - ✓ To strive for excellence in the team
 - ✓ To accept and be able to deal with criticism
 - ✓ To improve team morale
 - ✓ Show your team you care
 - ✓ Creates an open culture
 - ✓ Helps your management skills and your business
- Give your salespeople ownership of their goals
- Work with their weaknesses
- Build a great team
- Learn how to inspire people
- Be the hardest worker on your team
- Manage each team member as an individual
- Be prepared to go the extra mile
- Think outside the box

Your onsite and online Business Mentor and Professional Sales Coach

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