



SALES MANAGERS TIPS AND STRATEGIES #15

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Tips and Strategies for a Sales Manager: #15

If you enjoyed and learnt something from #'s 1-14, hopefully you will pick one or two things out of #15.

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".

- Don't lead by fear
- Think bigger and bolder
- Confidence is an attractive quality, people like buying from powerful leaders
- Coach you team to be proactive not reactive
- Set clear goals for your team
- Coach your staff, don't train your staff.
- Tips for coaching your team
 - ✓ Mix up the coaching
 - ✓ Make it fun
 - ✓ Get buy in from your team
 - ✓ Leverage off your best team members
 - ✓ Use incentives to change behaviours
 - ✓ Give personal rewards
- Help your team fulfil their commitments
- Set your team up for success
- Always be telling your team their work is important
- Be a positive communicator with your team
- Remove the ego
- Don't micromanage, train your team effectively
- Don't hire out of desperation
- Always think WIN – WIN
- Communication is the key, daily communication to your team. It must be in a positive voice
- 4 Things to value in your team
 - ✓ Honesty
 - ✓ Hard work
 - ✓ Respect
 - ✓ Risk takers

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Your onsite and online Business Mentor and Professional Sales Coach

Ian Parker Management Group