



SALES MANAGERS TIPS AND STRATEGIES #6

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Tips and Strategies for a Sales Manager: #6

If you enjoyed and learnt something from #'s 1-5, hopefully you will pick one or two things out of # 5.

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".

- Be a continuous learner
- Don't take no as an answer
- Always link pay to performance for your sales team
- Take ownership of your position
- Be willing to adapt
- Keep learning or retire
- Give without expecting anything in return
- Know every day matters
- Set clear goals for your team
- Set big goals for yourself
- Assume control
- Treat customer complaints as a valuable tool to improve your customer experience
- Make a great customer experience a top priority
- Surround yourself with smart people
- Maintain a strong team culture
- Lead with a plan
- Be self-aware
- Encourage friendly competition
- Accept and incorporate feedback within your team
- Some things important to track in your team
 - ❖ Percentage of your team that are reaching their target
 - ❖ Average dollar value of your deals
 - ❖ Conversion/Closing ratio (walk-ins, Internet, Phone)
 - ❖ Income look at breaking it down to New Business and Repeat Business
 - ❖ Sales Funnel Leaks, work out at what stage are you losing the opportunity.
- Always consider yourself in sales
- Be willing to learn
- Think outside the square
- Believe in your own ability
- Be Responsible
- It's more important to be respected not liked

Your onsite and online Business Mentor and Professional Sales Coach