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# SALES MANAGERS TIPS AND STRATEGIES #8

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TIPS FOR BUILDING A  
COMPANY CULTURE THAT  
ATTRACTS GREAT TALENT

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## Tips and Strategies for a Sales Manager: 8

If you enjoyed and learnt something from # 1-7, hopefully you will pick one or two things out of # 8.

***"The smart coaches know that their team needs daily motivation and practice to stay focused. If a player doesn't get help at training they won't succeed, an employee is the same and they will eventually quit because they are not successful and they lose more deals than they 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".**

- Your 2 most important roles managing activities and training your team
- Training has to incorporate, education, roleplays, accountability and consequences if you want it to be effective. Anything less and it is a waste of time and money.
- Be involved in the sales process early
- Always proactively be coaching your team
- Be an efficient taskmaster
- Always be approachable.
- Believe in yourself
- Be a good judge of talent
- When you grow an individual you grow your team
- Make sure your team always feels valued
- Hire motivated team members
- Always remain objective
- Demand integrity from yourself
- Always begin and finish your sales meetings/team meetings with a positive comment. (Not how bad the weather is, how bad the traffic was this morning etc.)
- Exercise your willpower to change direction
- Be a good closer
- Have strong ethics and values
- Always share leads with all your team
- Be your teams biggest fan
- Keep things simple
- Remove distractions
- Always be building a winning team
- Be prepared to change
- Make sales training fun not boring
- Develop a culture that shows you care about your customer
- Encourage and Coach your team to see the Big Picture
- The best manager doesn't have to be the best salesperson

## Your onsite and online Business Mentor and Professional Sales Coach