



SALES MANAGERS TIPS AND STRATEGIES #14

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Sales Manager Tips and Strategies: # 14

*As Sales Manager you need to train daily to improve your skills so you can become the **BEST of the BEST**. That's why athletes train daily to become the best!*

I have always believed in the old saying “You are never too old to learn”.

- Display a high level of emotional intelligence
- Be a good communicator
- Happy employees keep producing
- Use “WE” instead of “I”
- Be Human & Fair in your interactions with your team
- Remember you and your team are working towards the same goal
- Fantastic service is a team effort
- Have a great workplace culture
- Set boundaries so your team has a healthy work-life balance.
- Always listen to your team’s opinions
- Conduct exit interviews
- If employees love your company so will customers
- Give your team feedback
- Keep your team motivated and challenged if you want the best out of them
- Ensure ALL customer facing staff wear name tags
- Finish your sales meeting off with each salesperson giving a quote of the day
- Hire the best and train them to be better
- Always be wanting to improve your skills
- Have your team come to sales meetings prepared
- Look for ways to keep your team motivated
- Different things motivate different buyers
- 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
- Know your team on a personal level
- Maintaining trust with your employees while still being able to make the tuff calls
- Provide your team with the correct tools
- Communication is important, be a good communicator

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