



SALES MANAGERS TIPS AND STRATEGIES #7

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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"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"

- You can't manage staff that don't respect you
- It is not about you, it is about your team
- Teach things that can be replicated
- Remember you were a salesperson
- Never stop growing your salespeople individually and as a team
- Be the problem solver when needed
- Always be helping your sales people close deals
- Have a strong sense of purpose, passion and urgency
- When putting incentives on for your Sales Team, look at doing a team one rather than an individual one.
- Establishing a culture that embraces accountability in each employee
- The first thing to do before you can add skills to your sales arsenal is to remove your bad habits. Just by doing this you will increase sales.
- Lead by example
- Use "WE" not "I"
- Recruiting and hiring employees that share your vision
- Develop your team by training, implementing ideas to keep them performing while implementing processes that drives sales, profitability, growth and a strong team culture
- You must display strong leadership and sound performance management.
- Focus on employee satisfaction and retention
- Constantly improve and maintain a strong CSI which will bring customer loyalty
- Be a good communicator
- Define and manage your expectations
- Managers must reinforce all training including but not limited to,
Developing Phone skills
Sales training
Developing confidence, control and competence in your team
- Training last 72 hours unless you are continually maintaining it
- Plan your next day the afternoon before
- Write down your long-term goals and have a plan

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Your Online and Onsite Professional Sales & Leadership Coach

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