



Sales Management: Leadership & Skills Necessary for Maximum Impact



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Learning Outsource Group is an internationally recognized provider of learning solutions designed to support the business development strategy and initiatives of sales and customer-centric organizations.

OUR VALUE PROPOSITION



World Class Education & ROI Support



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And....over 800 independent dealers in the last seven years!

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An Important Observation



As the industry continues to evolve the Sales Manager role becomes more complex.



We know this because the questions and challenges they contact us with are much broader in the competency spectrum.

Over 20,000 graduates from our Sales Management Leadership Program since 1997!

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sales & sales management training solutions

The Modern Sales Manager



Discussion:

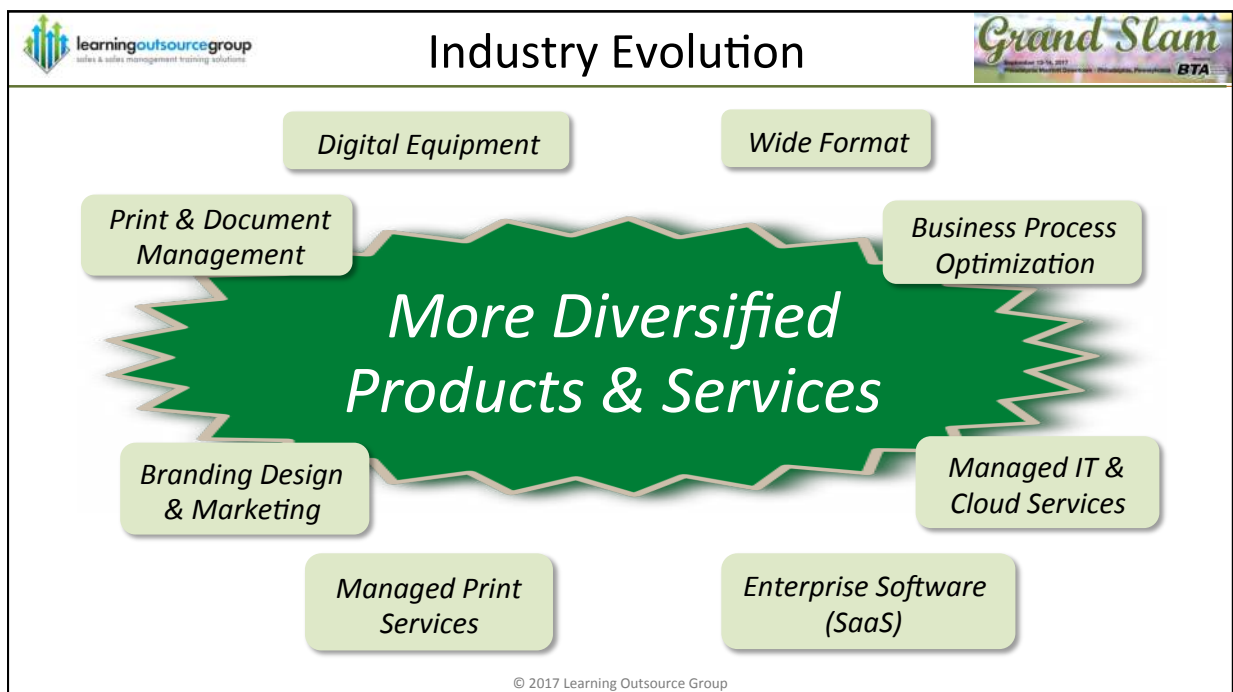
What is the role and responsibilities of the *Modern Sales Manager?*





How many responsibilities can we think of?

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More Diverse Responsibilities



Sales Managers are no longer able to rely solely on their selling and closing expertise to show their value. They must be both willing and able to play a variety of roles within an organization, regularly and effectively.



As part of their commitment to lifelong learning *Sales Managers* emphasize the importance of staying current, relevant, exercising creativity and not getting stuck in a 'skill set' paradigm.

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More Diverse Responsibilities



Specialized Professional (Closer) – Able to sell and close to reinforce seller efforts.

Strategist – Always understands the big picture; has a clear understanding of business and selling strategy and uses these to achieve goals.

Politician – Effectively manages discussions to ensure that all parties are in agreement, understands next steps and keeps the focus on moving forward.

Communicator – Values open communication as a fundamental building block for consistent relationships and continued seller development.

I'm responsible for so much more now!



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Diverse Responsibility Certification



Educator – Understands employee learning styles and possesses the business acumen and knowledge to convert information into effective application and action.

Coach – Motivates and works effectively with team members to develop skills and knowledge; creates an environment where coaching and feedback are important.

Technologist – Maintains a working knowledge of current technologies and metrics to enhance business applications and seller productivity.

Recruiter – Understands the value of hiring the right person for the job; differentiates themselves and company during any conversation or interview.

I'm responsible for so much more now!



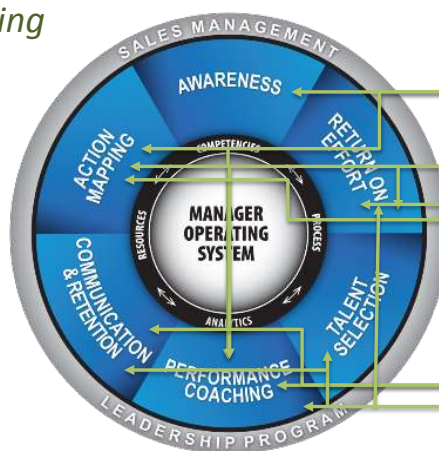
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10 Critical Sales Manager KSI's



For reaching maximum effectiveness and building sales force superiority:




Embraces technology and works to apply advancements to their business.
 Manages daily seller behavior and activities.
 Eliminates time wasters.
 Manages time, deadlines and budgets simultaneously.
 Manages the sales process essential functions and metrics to achieve targets.
 Develops direct reports to achieve continuously improving results.

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10 Critical Sales Manager KSI's



Takes charge in creating strategy that causes team members to achieve more.

Makes joint sales calls.

Driven and effective at recruiting and selecting only high quality candidates.


Demonstrates respect and works to engage and support everyone's objectives.

Demonstrates that 'Leadership' is a commitment to lifelong learning by continually striving to improve their knowledge and skill sets.




For reaching maximum effectiveness and building sales force superiority:

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10 Critical Sales Manager KSI's




For reaching maximum effectiveness and building sales force superiority:

1. Manages daily seller behavior and activities.
2. Eliminates time wasters. Manages time, deadlines and budgets simultaneously.
3. Manages the sales process essential functions and metrics to achieve targets.
4. Develops direct reports to achieve continuously improving results.
5. Takes charge in creating strategy that causes team members to achieve more.
6. Makes joint sales calls.
7. Embraces technology and works to apply advancements to their business.
8. Driven and effective at recruiting and selecting only high quality candidates.
9. Demonstrates respect and works to engage and support everyone's objectives.
10. Demonstrates that 'Leadership' is a commitment to lifelong learning by continually striving to improve their knowledge and skill sets.

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Important Self Assessment Tool



Sales Manager Effectiveness Assessment

SALES MANAGEMENT EFFECTIVENESS – KNOWLEDGE / SKILLS / EXECUTION					
Industry Has current and prior technical knowledge or position. Needs to stay abreast of industry trends and developments that impact the business. Takes pride in contributing industry information to clients, peers, press, and clients.	1	2	3	4	5
Products and Services Is effective at performing, launching, and/or integrating new products, services, and/or marketing programs at the sales executive level. Consistently teaches and communicates product and service applications to direct reports.	1	2	3	4	5
Market Understands the local marketplace dynamics and is a keen observer of developments, trends in the business community and builds appropriate relationships through industry and other related activities.	1	2	3	4	5
Technology Understands technological advancement and works to apply this advancement to their business operation & personal level of professionalization. Utilizes sales tools to increase productivity at all levels.	1	2	3	4	5
Business Process Discipline Views process as an integral part of their accountability. Uses an effective sales management process to continually improve personal and team productivity and performance. Practicing discipline in the way they manage and deliver appropriate plans and strategies.	1	2	3	4	5
Forecasting Accuracy Forecasts reflect their knowledge of the selling process and sales coaching discipline. Forecasts are realistic & based on metrics, trend management, & consistent communication with all direct reports.	1	2	3	4	5
Internal Relationships Demonstrates respect for all disciplines - organizational levels and works to engage and support everyone's objectives and targets. Has earned the respect of all disciplines. Continually builds trust at all levels of the organization.	1	2	3	4	5
Professionalism Consistently represents the organization and themselves in a manner that builds pride and momentum. They respect, utilize, knowledge and skill are on display.	1	2	3	4	5
Composure Maintains a mature and professional approach to an ever-changing business environment, handles the unexpected, and is cool under pressure. Exhibits a proactive management style and coaches others to their success.	1	2	3	4	5
Decision Making Establishes consistent and appropriate priorities that guide decisions and actions, resulting in a continuous, developing sales staff and competitive, growing business. Gains respect from others for their actions and initiatives.	1	2	3	4	5
Hiring and Staffing Owner and effective at recruiting and selecting only high quality sales personnel that will accelerate your achievement. Has highly developed interviewing skills and is effective at differentiating the talent opportunity.	1	2	3	4	5
Planning and Organizing Establishes and writes plans involving components that include: strategic direction, priorities, goals, team development, communication, motivation, and personal commitments.	1	2	3	4	5
Skills to Pass and Coach Capable of training others to improve their effectiveness in meeting objectives. Is effective at identifying high level coaching candidates and opportunities and uses consistent coaching techniques that make a difference to the individual being educated, regardless of tenure or experience.	1	2	3	4	5
Team and Sales Call Works together with all subordinates, willing to assist in all aspects of the sales and customer service process. Dedicated to growing appropriate time, resources, and expertise to the sales executive in order to succeed in the role.	1	2	3	4	5
Delegating Others' Delegation Has good delegation skills that take into consideration the skill level and business maturity of subordinates and ensures that delegated tasks are effectively completed. Uses delegation as a developmental opportunity for direct reports.	1	2	3	4	5
Mentor Proactive and able to deliver relevant plans and suggestions for meeting goals, is self-sufficient and sees tasks and responsibilities through to completion. Sets the pace for others to become more self-sufficient and self-motivated in their approach.	1	2	3	4	5

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What would you like to discuss?



OPEN

FOR

DISCUSSION

Sales Manager Leadership & Skills?

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