



## ***Sales Manager Certification:*** *Is This the Missing Link to Salesforce Optimization?*



Tom Cooke: President  
Kim D. Ward: Director of Education & Training

[www.learningoutsourcegroup.com](http://www.learningoutsourcegroup.com)  
800.403.9379



### ***"Our Business Is Improving Yours"***

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 Capabilities

*World Class Education & Organizational Development Resources*



**And....over 800+ independent dealers**





## Change Is Inevitable

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



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



## Winning Is An Option

*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.





## Diverse Responsibility Certification

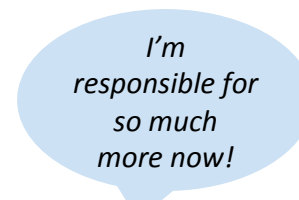


**Specialized Professional (Closer)** – Able to sell and close to reinforce seller efforts.

**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.



## Diverse Responsibility Certification

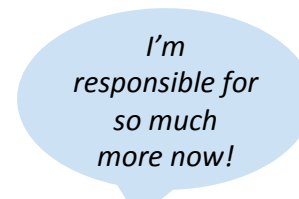


**Educator** – Understands employee learning styles and possesses the business acumen and knowledge to convert information into effective application and action.

**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.





## 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.



## Important Self Assessment Tool



### Sales Manager Effectiveness Assessment

SALES MANAGEMENT EFFECTIVENESS - KNOWLEDGE / SKILLS / EXECUTION									
<b>Industry</b> Knows sales and their history, knowledge of product, market, and sales trends and management that drives the business. Takes pride in contributing industry information to colleagues (Sales, Support, Sales, and Support).	1	2	3	4	5				
<b>Product and Service</b> In effective of customer, marketing, and/or engaging new products, services, and/or marketing programs of the sales executive team. Consistently makes and communicates product and service applications to direct reports.	1	2	3	4	5				
<b>Market</b> Knows the sales management objectives and a clear direction of development, involved in the business community and builds appropriate relationships through industry and other support contacts.	1	2	3	4	5				
<b>Technology</b> Knows the technology advancement and works to apply the advancement to their business. Provides a positive level of performance. Utilizes sales tools to increase productivity at all times.	1	2	3	4	5				
<b>Business Process Design</b> Views process as an integral part of their accountability. Uses an effective sales management process to continually improve product and team productivity and performance. Provides consistent, fair, and consistent AND effective support (Sales, Support, Sales, and Support).	1	2	3	4	5				
<b>Forecasting Accuracy</b> Consistently provides accurate and reliable forecasting. Provides accurate and reliable forecasting. Consistent, fair, and consistent AND effective support (Sales, Support, Sales, and Support).	1	2	3	4	5				
<b>Internal Organization</b> Consistent sales support by all sales team - organizational design and ability to engage and support everyone's objectives and goals. Has a clear vision of all objectives. Consistently builds trust at all levels of the organization.	1	2	3	4	5				
<b>Professionalism</b> Consistently represents the organization and business in a manner that builds pride and commitment. Consistent, fair, and consistent AND effective support (Sales, Support, Sales, and Support).	1	2	3	4	5				
<b>Customer Service</b> Maintains a positive and professional approach to all sales management activities. Handles the customer and is not under pressure. Provides a positive management style and consistent support to their staff.	1	2	3	4	5				
<b>Decision Making</b> Provides a positive and appropriate position that guides decisions and actions, resulting in a continuous development of staff and consistently growing business. Consistent, fair, and consistent AND effective support (Sales, Support, Sales, and Support).	1	2	3	4	5				
<b>Time and Effort</b> Consistent sales support by all sales team - organizational design and ability to engage and support everyone's objectives and goals. Has a clear vision of all objectives. Consistently builds trust at all levels of the organization.	1	2	3	4	5				
<b>Planning and Organizing</b> Consistent sales support by all sales team - organizational design and ability to engage and support everyone's objectives and goals. Has a clear vision of all objectives. Consistently builds trust at all levels of the organization.	1	2	3	4	5				
<b>Ability to Train and Coach</b> Consistent sales support by all sales team - organizational design and ability to engage and support everyone's objectives and goals. Has a clear vision of all objectives. Consistently builds trust at all levels of the organization.	1	2	3	4	5				
<b>Follow Up Sales Cycle</b> Consistent sales support by all sales team - organizational design and ability to engage and support everyone's objectives and goals. Has a clear vision of all objectives. Consistently builds trust at all levels of the organization.	1	2	3	4	5				
<b>Driving Others to Success</b> Consistent sales support by all sales team - organizational design and ability to engage and support everyone's objectives and goals. Has a clear vision of all objectives. Consistently builds trust at all levels of the organization.	1	2	3	4	5				



What would you like to discuss?



OPEN FOR  
**DISCUSSION**

Sales Manager Certification?

 **BTA** Business  
Technology  
Association  
**90** Years  
1926-2016

