



# SALESLEVERS

## The Effective Sales Manager

### Why?

Effective sales management multiplies the result of the sales team rather than just adds to it. Many sales managers have come into the role because they were the best salesperson in the team and it is all too easy to adopt the “super-hero” role, stepping into challenging or high-potential opportunities to do the “big selling.” This impacts on the short-term result but does not develop the sales team. At the other end of the scale, a sales manager can be forced into a desk-bound administrative role signing off expenses and validating commission claims.

The effective sales manager builds high-performing teams that drive organic growth – in terms of volumes, market share, penetration, and profitability.

### What?

Skills, tips, techniques, and methodologies to lead a sales team

- 1 How sales managers make the difference
- 2 What the best sales managers do
- 3 How to read the market
- 4 Sales planning
- 5 Motivation
- 6 Leadership styles
- 7 Sales coaching
- 8 Recruit and retain
- 9 Engaging with the business
- 10 Making it happen

### How?

**Training Ground:** Develop sales managers through **face-to-face workshops** (typically 3 days), **remote learning** (typically mini-sessions building into a 10 hour programme) or a **hybrid** approach.

**Kitbag:** Work on sales management processes e.g., a sales leadership plan.

**Playbook:** e.g., field coaching playbook

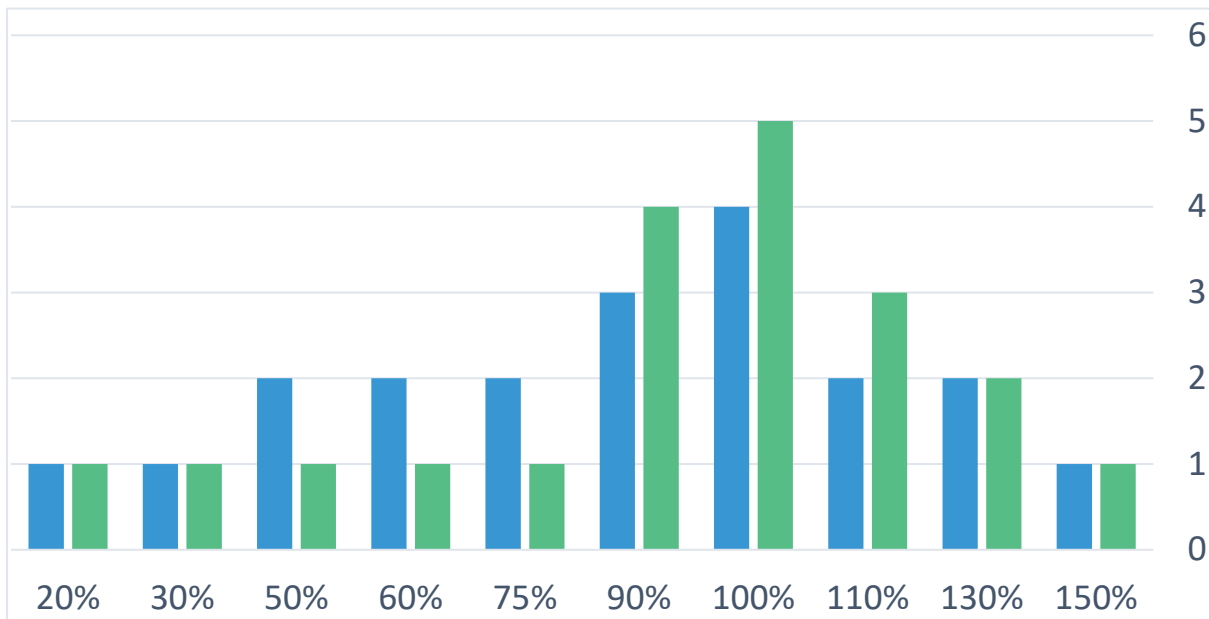
### What if?

In this example we look at a team of 20 salespeople. The blue column represents the number of people achieving a certain percentage of target at the start of the programme. The green column shows the number achieving certain percentages of target by the end of the programme. E.g., at the start 4 people are on 100% but by the end 5 are hitting 100%.



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The job of the sales manager is to move the graph to the right.



In our example 100% performance = £500,000 per salesperson. At the start (blue) the team is delivering £8.6Mn of sales. If the sales manager can move the “mighty middle” then this delivers an extra £575,000 of sales.

Improving the performance of sales managers has a pendulum effect – a small change at the top has a large effect on the frontline.

## Why SalesLevers?

Our team has long and strong, broad, and deep experience of sales management. We have all earned our stripes as sales managers and have proven our training and tools in projects as diverse as a family-owned food services business where there were no processes and skills in place to developing sales managers for a global bank in 34 countries. This experience, combined with our insights into sales innovation and best practices means that we can multiply the effectiveness of your sales managers who in turn multiply the effectiveness of your salespeople.