

How to Be a Better Sales Manager

Getting Results through Your Team

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Being a sales manager is a tough job. It can be highly rewarding, too. Yet too many under-trained sales managers are trying to coach and develop their under-trained salespeople. The results? Average, at best.

In my work as a sales trainer and coach, I've found that sales managers are either:

- Promoted sales reps who know how to sell but don't know how to manage a sales force *or*
- Task-oriented, terrific managers, but clueless in how to sell.

Some are great motivators but lack administrative skills, while others are great administrators but lack motivation skills.

Sales managers need to be good at a variety of things, including:

1. Recruiting
2. Interviewing
3. Planning
4. Managing time
5. Coaching
6. Motivating
7. Planning a dynamic sales meeting
8. Creating strategic account plans
9. Measuring performance
10. Setting goals that get results
11. Leading
12. Having self-confidence

That's a lot to do, isn't it?!

If you're a sales manager, take a close look at how you're doing in your job. How are your sales management skills? How strong are you in the 12 areas noted above? What areas are most critical to your success?



Coaching: The Quickest Route

What's the quickest route to becoming a better sales manager? Hiring a personal performance coach! Studies have shown coaching has an ROI of 6 to 1.



Just like professional athletes who work with an effectiveness coach to refine their game, many business leaders work with an executive coach to give them a competitive edge.

Coaching can show you how to motivate and inspire your staff, help them reach their goals faster, and solve problems more effectively. They'll be better equipped to thrive in any kind of business environment.

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To find out more about how performance coaching can bring you outstanding results, call **TurnAround Solutions** today at 903-533-0591.