

Special Management Series

# The Primary Objective of a Professional Sales Manager has to be ...

This is a series of Training for your  
Management TEAM

Presented by J.W. Owens



A Management  
Perspective 303 Series



# The Primary Objective of a Professional Sales Manager has to be ...

*To achieve consistently superior results through the performance of every key individual.*

**Sounds simple enough?**

But pick up a typical company report and what words do you find?

Verbs like **analyze, forecast, plan, assess and schedule**, are used by organizations that are efficient, productive and predictable.

# The Primary Objective of a Professional Sales Manager has to be ...



What set of people are required?

- Obviously, people who are efficient, effective, proficient, competent, productive and co-operative.
- But I believe we need to go beyond –

*We need to be inspired, motivated, creators, who are enthusiastic and able to consistently deliver against our key objectives.*

**We should be developing individuals** who are not afraid to challenge paradigms, who are prepared to go that extra yard in search of excellence and who understand that **Success is 80% Attitude and only 20% Aptitude.**

# The Primary Objective of a Professional Sales Manager has to be ...

As we move towards the end of Q3, and begin thinking about that final big push in the last quarter, you may want to consider ....

## “The Sales Management Acid Test”

When thinking about your own sales force  
....

- **Do you understand their motivators – what is driving them?**

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- **Do you have visibility of their numbers – year to date, forecast vs. required performance?**
- **Activity levels – are they working hard and smart enough?**
- **Engagement – are they talking to the right level in their prospects/accounts?**

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- **Messaging** – are they capable of delivering an appropriate message at the right level?
- **Qualification** – are they only spending time on deals where they can compete and ultimately that they can win?
- **Closing** – are they constructing successful campaigns and closing business?

# The Primary Objective of a Professional Sales Manager has to be ...

Be assured, for a group of people to remain consciously competent at **optimum performance levels**,

They require:

***Frequent Injections of Stimulation,***

***Motivational Guidance,***

***Prompting and Directing,***

otherwise **they can easily lapse into becoming unconsciously competent or worse, unconsciously incompetent.**

**The Primary Objective of a Professional Sales Manager has to be ...**



***“If they fail, you fail!”***



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# Good Selling !



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**A Management  
Perspective 202 Series**



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