

INEFFECTIVE SALES MANAGEMENT KILLS GROWTH...DUH

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Braveheart Sales Performance

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WHO?



- Owner/CEO/President
- Sales Manager
- Both

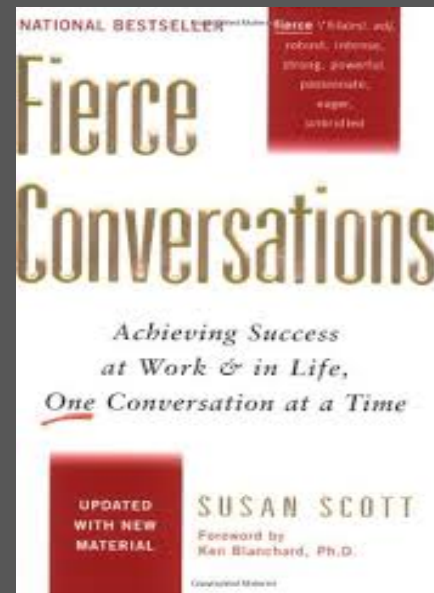
TIME

- Coaching
- Motivating
- Recruiting
- Holding Salespeople Accountable
- Crisis Management
- Internal Company Issues
- Managing Compensation Plans
- Organization/Reorganization
- Strategy
- Direct Selling



Engagement vs Tasks

Book Suggestion: Fierce Conversations



SKILLS

- Coach
- Motivator
- Task Master
- Mentor
- Recruiter



EVALUATE SALES MANAGEMENT PERFORMANCE?



What you don't know about your sales
managers may kill your growth

SOME FACTS



- 4 out of 5 are ineffective
- 82% ineffective coaching
 - Not effective handling joint sales calls
 - Rescuing the salesperson when on joint sales calls
 - Does not have nor follow a selling system
 - Not effective at getting commitments
 - Does not consistently coach and debrief calls

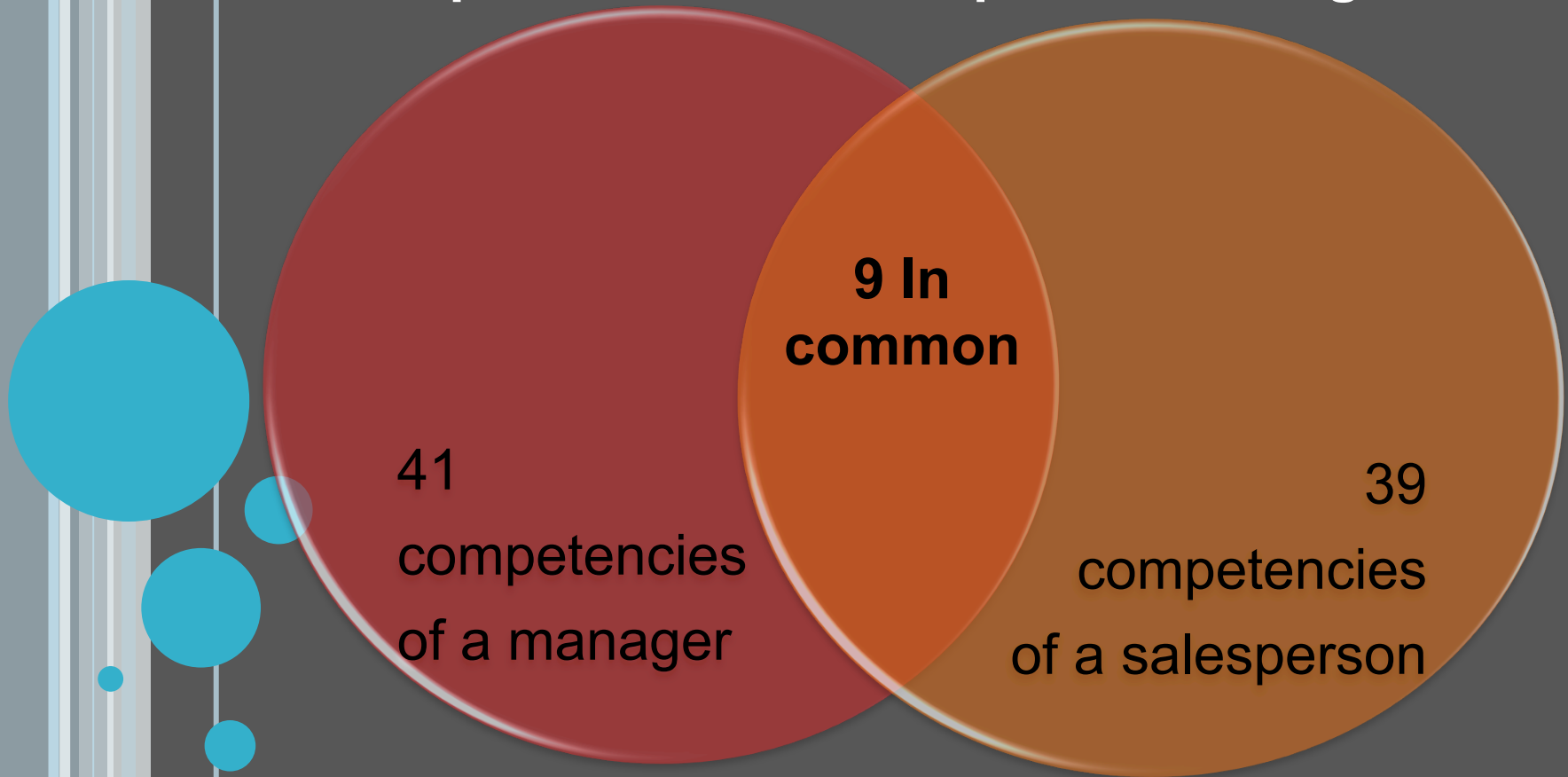
QUOTAS

Sales managers' job is **NOT** to grow sales....

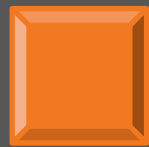


COMMON TRAITS

Superstar Sales vs Superstar Manager



KPI's



Salespeople



Sales managers



Scorecards



**Key
Performance
Indicators**



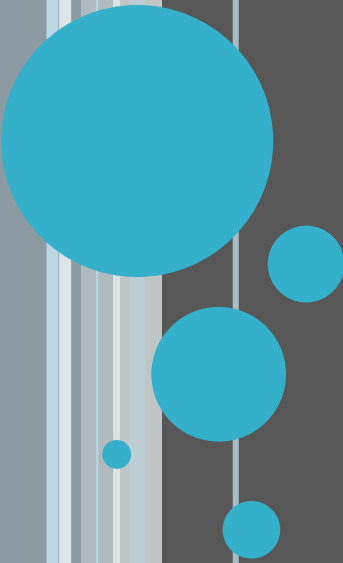
Goals



Pipeline



Activities



MATH OF SUCCESS

- * **Start with Annual Sales Goal**
- * **Break it down into Monthly (or weekly) Sales Goal**
- * **Determine Individual Closing Ratios**
- * **How Many Proposals Required**
- * **How many meetings before at proposal stage**
- * **How many first meetings**
- * **Determination of the activities to get the 1st meeting**
- * **Make sure they know what to do EVERYDAY**

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