

Sales Excellence

April 16, 2009

Best Practices for Today's Sales Forces



Top Practices of Sales Management

Welcome! Each month we feature insights on best practices for today's sales forces. This month we are focusing on the **Sales Manager**, considered by most to be the most important person in a sales force. Here are 10 practices we have observed in the best sales managers.

1. The most important relationship in a sales organization is between a salesperson and a sales manager. Choose your managers carefully.
2. Success as a sales manager is **driven by what is inside:** respect for the individual, a commitment to engage, challenge, and build trust, genuine caring. Without these, a sales manager will never move from first base.
3. A sales manager's **ability to attract the right talent**, and to retain salespeople who possess ego-drive, empathy, and resiliency, is critical to success.
4. Top sales managers are **students of process**. They know that solid, repeatable processes form the foundations of being a champion. They continually seek creative and "best ways" to achieve objectives, and to energize those best practices throughout the sales team.
5. Strategy, goal-setting, territory and competitive analysis, measurement, business planning, activity management, forecasting, key account reviews — Building strength in these creates a bias for growth with the sales team.

For the full article, click here:

[Top Sales Management Practices Article](#)

Check out the latest book on Sales Leadership:

[Catalyst5 - Making the Leap from Sales Manager to Sales Leader](#)

Sales Effectiveness, Inc. – 570 W. Crossville Rd. Ste 103 – Roswell GA 30075
© Sales Effectiveness, Inc. – All Rights Reserved

Carlos Quintero



For more information, contact:

Sales Effectiveness, Inc.
770-552-6612 x202
carlos@saleseffectiveness.com
www.saleseffectiveness.com

This message was sent from Carlos Quintero to carlos@saleseffectiveness.com. It was sent from: Sales Effectiveness, Inc., , , , . You can modify/update your subscription via the link below.



To be removed click here

Share this message with others: del.icio.us Digg reddit Facebook StumbleUpon