



## Managing Sales Teams

Managing your team is an important part of your job as a sales manager, but it isn't the only hat you wear.

You also have to manage the performance side of your sales manager's position.

For example, you have to know how to forecast sales accurately to determine the targets that your sales team will set – this is usually the easy part for most sales managers.

The most difficult part is managing your sales team.

So what are your responsibilities for as a sales manager?

Well, managing a sales team requires a special set of skills. You must be able to lead and motivate a group of sales staff, and get often very competitive individuals to work together as a unit.

You will need to increase the productivity of your team and be able to make them work more effectively. You have to be crystal clear as to what your role actually is and what you are responsible for.

You will need to be an excellent manager of your time and set the standards and be a role model for this with the rest of your team. You will need to gain the respect of your salespeople.

You will need to train, coach and mentor your salespeople to enhance their performance. You are responsible for the overall results of the team.

You are responsible for the leadership of the team and to drive them forward.

You are responsible for making sure that everyone is motivated and driven to succeed.

You are responsible for dealing with performance issues.

You are responsible for their performance appraisals.

You will most likely be responsible for hiring new recruits.

You will be responsible for giving difficult messages like redundancies or telling people they have got the sack.

You are responsible for being part of the team but at the same time keeping a little distance between you and your salespeople.

You are responsible for the results of your team and for taking the flak from your sales director if they do not perform.

The list goes on!

Being a sales manager is an awesome job and can be one of the most rewarding roles going.

What does it take to become a great sales manager?

Well, in my opinion it is down to understanding people and your man management skills.

You need to currently ask yourself how competent you are in these areas and continually improve upon them at every opportunity.