

**TRANSFORMING**

**YOUR SALES MANAGER  
INTO THE **LEADER** YOU  
ALWAYS DESIRED**



**SALES  
XCELERATION**



**STRATEGIC  
SALES  
SOLUTIONS**



A hand holding a pen is positioned over a financial report. The report features several charts and tables. In the upper right, there is a bar chart comparing three companies (Company A, B, and C) across four quarters (2012, 2013, 2014, 2015). Below this is a table with columns for 'Company A', 'Company B', and 'Company C', and rows for '2012', '2013', '2014', and '2015'. In the lower right, there is a table with columns for 'No.', 'Payment Date', and 'Payment Due', and rows for dates from 1/1/2013 to 1/9/2013. In the lower left, there is a bar chart titled 'BUDGET VS. ACTUAL' comparing 'Budget' and 'Actual' spending across categories: Auto, Food, Medical, Travel, and Other. A central red box with white text is overlaid on the image.

# WHY YOUR SALES LEADER ISN'T BEING EFFECTIVE

# 10

## **“ONE SIZE FITS ALL” LEADERSHIP STYLE**

- **Practice “Situational Leadership”**
- **Find out what motivates each team member**
- **Speak to them in their own language**
- **Utilize their individual talents to the betterment of the organization . . . and them**

# 09

## LACK OF FIELD INTERACTION

- **They need to see their salespeople “in action”**
- **Let the salespeople lead the call**
- **Real coaching begins after the client visit**
- **It will help them build deeper relationships**





08

# **ACTING AS A SALESPERSON, INSTEAD OF A MANAGER**

- **Their goal is to increase sales by coaching people, not by selling**
- **They can't surpass the team's quota by themselves – they need to be successful through other people**
- **Did they promote their top salesperson?**

# 07

The background features a collage of business-related graphics. On the left, there's a bar chart with a red line graph overlaid, showing an upward trend. The x-axis is labeled with months: 'Oct.', 'Nov.', and 'Dec.'. Below the bar chart, a vertical axis shows monetary values from '\$400' to '\$1000' in increments of \$100. In the center and right, there are several donut charts with percentages like '84%' and '54%' visible. The overall color scheme is light blue and white with teal accents.

## INACCURATE FORECASTING

- **The sales process is inaccurate or it isn't being followed**
- **They are relying on bad data, incorrect dates and/or inaccurate pipeline information to guide their forecast**
- **Overreliance on their sales team's or your "gut feeling"**

A photograph of three business professionals in a meeting, looking at a tablet. A large white '06' is overlaid on the left side of the image.

# 06

## **MICRO-MANAGEMENT OF SALESPEOPLE**

- **Removes time from coaching, support and other key activities**
- **Need to provide the team with the tools to solve problems, not solve it for them**
- **Given their involvement, do they have the right salespeople?**
- **Set expectations and track their metrics against goals**

# 05



## **SALES REP TURNOVER IS HIGH**

- **Sales reps typically leave due to an unsatisfying work place, which starts with the Sales Manager**
- **Good leaders inspire a sense of loyalty among their team**
- **Customers don't have relationships with your team because they change too often**
- **Too much time and money is spent on rehiring and retraining**



A close-up photograph of several hands stacked on top of each other in a team huddle. The hands are of various skin tones. A large, white, semi-transparent number '04' is overlaid on the left side of the image. In the background, a person's wrist with a watch and a dark blue sleeve is visible.

# 04

## **THEY AREN'T ACCOUNTABLE**

- **They shouldn't blame others or take credit for the success of their team**
- **They need to accept responsibility for failures that occur on their watch**
- **“Leaders not accountable to their people will eventually be held accountable by their people”**

A blurred background image showing a person's hands working at a desk. The desk is covered with several documents, some of which feature charts and graphs. The person is wearing a white shirt. The overall scene suggests a professional or business environment.

# 03

## **NO METRICS ARE BEING TRACKED**

- **If they can't measure it, they can't manage it**
- **They must rely on the numbers, rather than gut feelings and intuition**
- **They must know what is really driving your business**
- **Focus on leading, rather than lagging indicators**

# 02

## **LOW OR INCONSISTENT REVENUE GROWTH**

- **Numbers don't lie**
- **Past performance is often an indicator of future results**
- **Are they tolerating poor performance from their team and/or certain individuals?**





# **YOU ARE LOSING CUSTOMERS**

- **Customers don't like to change, so someone is giving them a reason to do so**
- **“People buy from people” – what is causing your customers to buy from other “people” when they were once satisfied?**
- **It can take years to repair the damage done by an ineffective sales leader**
- **How long will you take before you do something?**

# FILLING THE GAP



Identify the specific gaps of knowledge

Determine if the Sales Manager's knowledge gap can be filled in the time needed

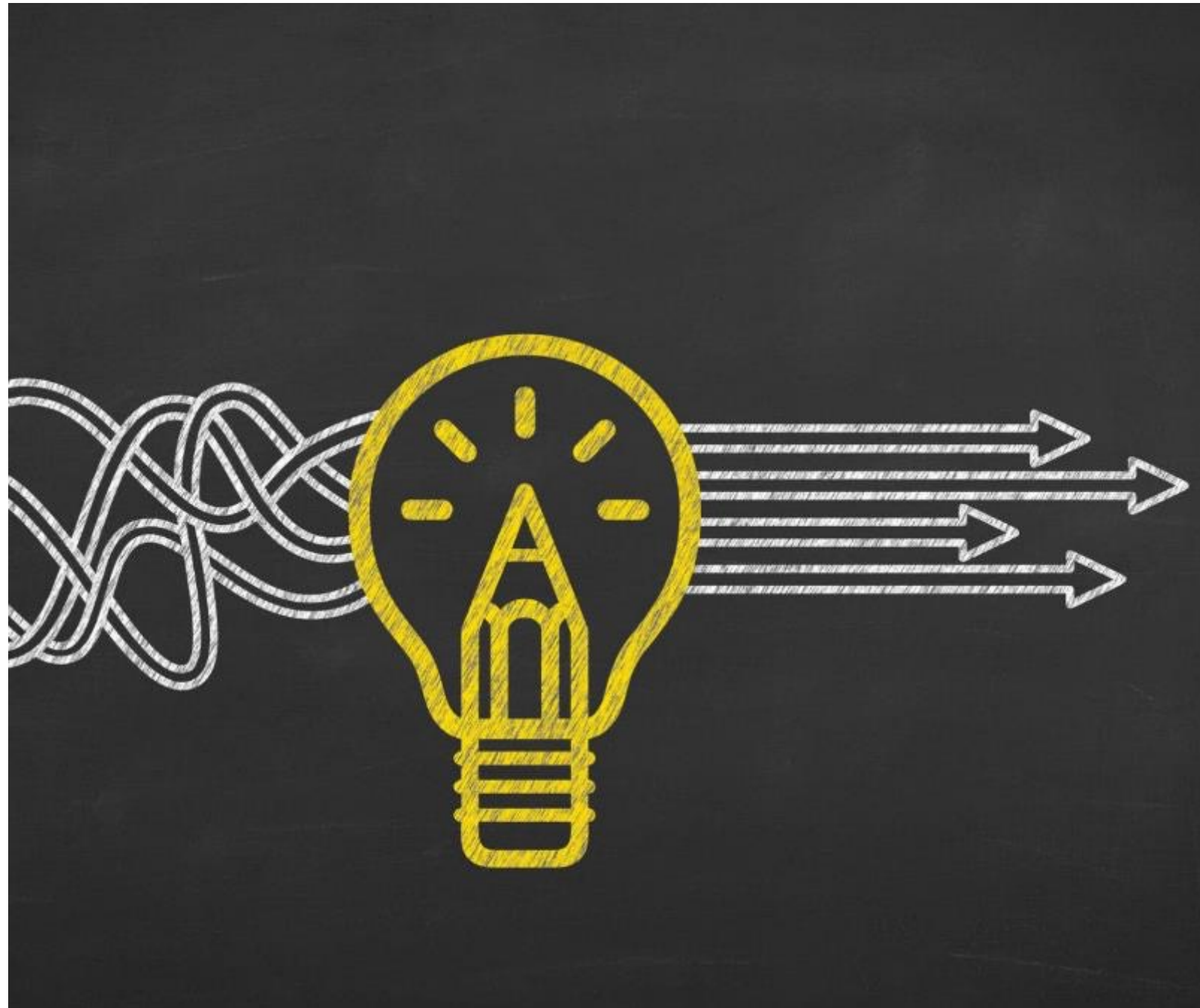
- If no, move to another role or replace
- If yes, supplement with training

A hand is shown holding a puzzle piece against a bright, sunlit background. The puzzle piece is a silhouette of a person. The background is a blurred indoor setting with a window showing a bright outdoor scene. The overall tone is warm and optimistic.

**THE SOLUTION?**

**TRAINING + TOOLS = TALENT**

# THE BIGGER PICTURE



**96%** of Sales Manager  
want Sales Leadership  
Training\*

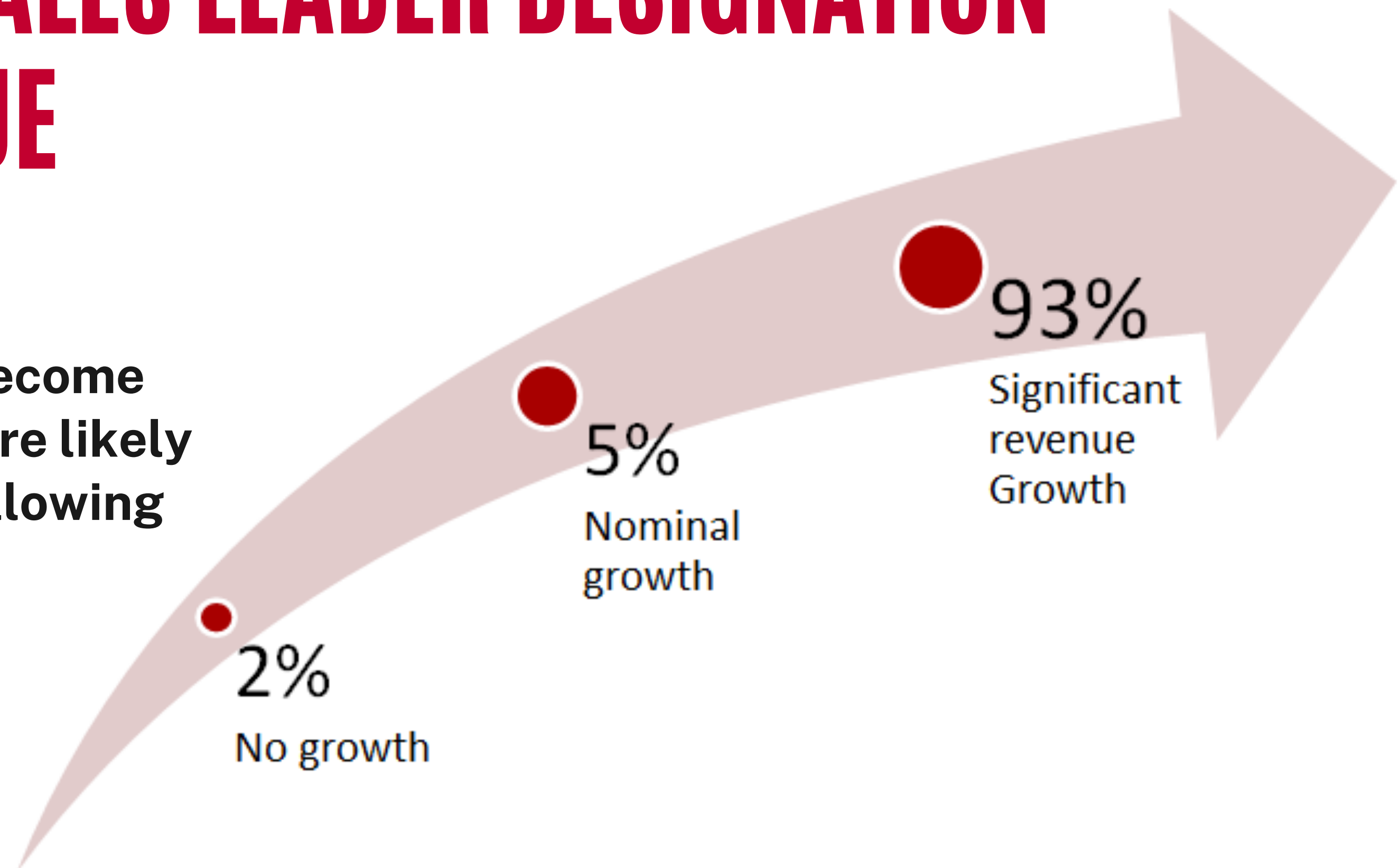
**80%** of Companies don't  
allocate a budget for  
Sales Management  
Training\*

\*Sales Xceleration training survey insights 2018

# CERTIFIED SALES LEADER DESIGNATION AND REVENUE



Sales leaders who become CSL certified are more likely to experience the following revenue growth\*:



\*Results vary. Variance depends on participants passing the CSL exam and Sales Leaders implementing the provided tools and processes that drive growth.



**TRANSFORMING**

**YOUR SALES MANAGER  
INTO THE **LEADER** YOU  
ALWAYS DESIRED**



**SALES  
XCELERATION**



**STRATEGIC  
SALES  
SOLUTIONS**

**Scott Tappan**

**248-515-8799**

**[stappan@salesxceleration.com](mailto:stappan@salesxceleration.com)**

