

What Makes a Great Manager or Sales Leader

“Great sales managers and leaders...”

Know their team.

- Understand each of your team members strengths and weaknesses.
- Assign your team members tasks that highlight their best abilities.
- Assist in the development of areas where your team members need improvement.

Lead by example.

- Model the behavior you want to see in your team members.
- Show your commitment to your team by following through with your promises and working alongside your team. This builds trust and respect in your team.
- Come to work with a positive attitude and follow team rules.
- Attend workshops and training.

Encourage open communication.

- Create an environment where communication is encouraged between all team members.
- Respectfully provide both positive and negative feedback to your team. Allow them to offer you feedback as well.
- Listen to other members' thoughts, concerns, and criticisms. Offer great solutions.

Motivate their team.

- Celebrate and acknowledge individual and team successes. Reward creativity.
- Offer opportunities for professional advancement to your team members. Encourage personal growth and use incentives.

Provide support through times of conflict and change.

- Prioritize your team members' well being. Mediate conflicts between members from an unbiased standpoint.
- Embracing organizational change sets a precedent for your team to follow. Assist your team members through times of change by clarifying new work procedures and policies.
- Show empathy.

Set team goals and share a vision.

- Establish clear team goals that are specific, measurable, achievable, relevant, and time-bound.
- Share a realistic vision with your team that boosts team morale.