

4 STRATEGIES OF SALES MANAGEMENT

2. KNOW YOUR SALES TEAM

Know Each Person's Strengths and Weaknesses

- This way you know how to help them become better.

Have 1 on 1 Meetings as Often as Possible

- This helps you to get to know them and what they need.

Attitude and Personality Are More Important Than Industry Experience

- Remember that industry knowledge can be taught over time but personality and attitude can't always be changed.

4. KNOW YOUR INDUSTRY

Only Teach What You Know

- Don't pretend to know something if you don't. If you are not sure, tell them you will get back to them with the answers they need.

Who Spend The Most Money Doesn't Matter

- Spend more time with people who are trusted partners.

1. KNOW YOURSELF

Know Your Own Strengths and Weaknesses

- No one is perfect. Recognizing what you do well and what you need to work on will help you grow.

Get Feedback From Trusted Advisors

- Honest feedback can help you to identify your weaknesses.

Have Regular Coaching Calls with a Superior

- Sometimes identifying the problem is easy but coming up with a solution is difficult. Brainstorming with a superior can help.

3. KNOW YOUR CUSTOMERS

Get to Know Your Customers - The New and The Old

- Businesses are constantly changing and adapting. It is important to know the older customers just as well as the new ones.

Get to Know People at Different Levels in the Business

- People at the front counter will have different insight and experiences than those in the upstairs offices. They can offer unique insight.

Share Insights With Your Customers

- Sharing information about what you have seen can make you valuable to them.