

Progressions Inc.

Sales Training & Consulting



Key Questions for Good Sales Managers to Ask Themselves

To be on top of your game in sales management you need to continually reflect on how you interact with your people and how you can personally improve yourself. Here are some great questions to ask yourself to evaluate how you are doing.

- What programs do I have in place to recognize my people?
- How do I make my people feel useful, important and worthwhile?
- Do I have a written motivational program for each individual?
- How do I motivate my top performers?
- Do I motivate my “need to improve” performers?
- How do I communicate personal motivation to the sales force?

There are some common mistakes made by sales managers. Take care that you do not fall into any of these habits.

- Having one motivation program for everyone.
- Using negative motivation more than positive.
- Not planning motivation, just thinking it will happen.
- Blaming other functions for sales related problems (lack of ownership).
- Lack of personal motivation or inability to communicate.
- Inconsistency.
- Not being a leader yourself.
- Not modeling the desired behaviors or lacking personal discipline.
- Doing the sales person's job! Jumping in and taking over. (This is a common error).
- Failing to ask sales people for their input or ideas.
- Not delegating; not developing; micro managing... ouch!



To motivate sales people you must satisfy many interrelated needs- not just one. The best leaders are

Lynn Giuliani, Progressions, Inc.
P.O. Box 28172 • Bellingham, WA 98228
www.progressionsinc.net • (360) 733-6557



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